APRIL 11, 1955 35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

Radio-Active Homemakers!

Radio is truly the housewife's constant companion . . . because Radio alone permits her to work and listen too.

As she goes about her daily chores, she listens in the kitchen, in the living room, in the bedroom—in fact, throughout the house. And she's listening even more this year than last.

And, Spot Radio turns Radio-Active homemakers into customers for advertisers.

WSB	Atlanta	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC / ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

COLGATE-PALMOLIVE COMPANY

Traditionally in the Public Confidence . . .

Colgate-Palmolive's top position in a highly competitive field is a mark of consumer confidence. A confidence built and maintained by years of continuing research and experience in producing quality products that give maximum results. In the field of broadcasting and telecasting, quality pays off in results. Havens & Martin, Inc., Stations provide a variety of programs of superior quality developed by years of first-hand experience in serving a loyal and responsive audience in one of the South's richest areas. Join with confidence the growing list of advertisers who convert vast audiences into sales over the First Stations of Virginia, WMBG-AM, WCOD-FM and WTVR-TV—Richmond's only complete broadcasting institution.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

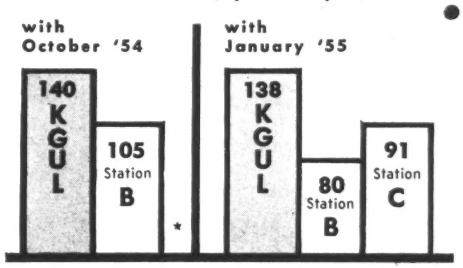
Speaking of Share!

WE'RE PROUD OF OUR SHARE* IN THE TEXAS GULF COAST

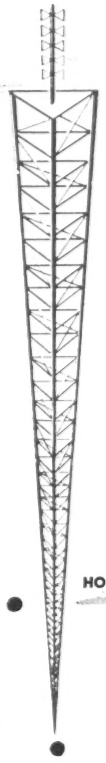
and too — we're proud that **KGUL-TV's** audience grows and grows

The Houston-Galveston Area A. R. B. for February 1955 also shows that KGUL-TV is consistently increasing its audience for more programs than either of the other two stations in the area.

Comparison of February 1955 Quarter Hour Increases (5 p.m.-12:00 p.m.)



* KGUL-TV and only one other station on the air in October



HOUSTON

GALVESTON

*for example

BETWEEN 6 AND 6:30 P.M. KGUL-TV HAS 64.4% OF THE AUDIENCE MONDAY THRU SATURDAY

(A.R.B. February 1955 For Houston-Galveston Area)

Best Buy in Texas

kgul TV

GULF TELEVISION COMPANY GALVESTON

FOR THE GULF COAST AREA CHANNEL 11

CBS TELEVISION NETWORK

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

going on seven . . . **and growing all the time**

On March 18, 1949, WGAL-TV televised its first show. Since that day, there have been many happy returns for both viewers and advertisers. In six years' time, WGAL-TV has grown from a pioneer in the field of television to a vital and dominant public-service force. Still growing, WGAL-TV enters its seventh year with a pledge to continue to give its viewers, its abundant area and its advertisers many happy returns.

WGAL-TV

LANCASTER, PA. NBC • CBS • DUMONT

STEINMAN STATION
Clair McCollough, Pres.

Representatives

MEEKER TV, Inc.

New York
Chicago
Los Angeles
San Francisco

closed circuit

FEWER CHIEFS, MORE INDIANS • Now that NARTB has telescoped its 17 district meetings into eight regional conferences, movement is afoot to reduce size of NARTB board by eliminating all 17 district directors. Project, however, is not scheduled for consideration at annual convention next month. View advanced is that board, with overall membership of 41, is too unwieldy and that association might revert to variation of old system of having clear channel, medium station and small station directors, plus tv and fm directors.

B•T

WLW Cincinnati, pre-eminent clear channel station, may soon appoint national sales representative for radio and perhaps tv. WLW now maintains its own sales offices in New York and Chicago for both radio and tv but is represented in Detroit and on West Coast by NBC Spot Sales for both services (Crosley, in turn, represents NBC owned and operated stations in Cincinnati, Dayton and Columbus.) Move presumably would entail transfer of Carlos Franco, general sales manager in New York, to Cincinnati headquarters as well as shift of Chicago personnel.

B•T

SUBSCRIPTION STUDY • Louis Hausman, staff vice president of CBS Inc., recently promoted from CBS-Columbia to 20th floor echelon, is heading subscription tv task force as special project. Initial study of toll tv was undertaken months ago by Sidney Alexander, economic advisor to CBS President Frank Stanton, and Hausman-directed project is in preparation for preliminary FCC proceeding next month. (For status report on toll tv issue, see page 31.)

B•T

CLOSED MEETINGS in New York last week with AT&T Long Lines executives and special NARTB committee on rates reportedly revealed that AT&T and associated companies are realizing some return on coaxial cable and microwave relays but apparently below usual common carrier profit margin. Heading AT&T group in conversations are: R. L. Helmreich, director of operations, Long Lines Dept.; H. I. Romnes, chief engineer—operations; and Frank A. Cowan, assistant director of operations—engineering, Long Lines Dept. NARTB subcommittee includes Richard Salant, CBS Inc. vice president; Chris Witting, president, Westinghouse Broadcasting Co., and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., but number of other station and network engineering executives have participated. Report of committee will be submitted to NARTB convention next month.

B•T

DAYTIME FILMS • Details of new daytime tv program plan whereby stations run filmed programs once without payment, receiving films and all rerun rights in exchange, to be outlined tomorrow (Tuesday) by Harry Trenner, president, newly formed Station Film Library Inc., at news conference in New York. First presentation of plan in selected markets understood to have produced good station response.

B•T

MBS understood to be screening executives for national sales manager post. Vice presidency probably would be attached to job.

B•T

TABLE TALKS • Cross-section of tv broadcasters affiliated with all networks will meet with Senate Majority Leader Lyndon B. Johnson (D-Tex.) at luncheon in Washington next Tuesday, April 19, and hold forth with members of FCC at dinner session same evening. Group sparked by P. A. (Buddy) Sugg, WKY-TV Oklahoma City, presumably will advance affiliates' view toward tv network situation, underscoring necessity of networks in light of both Congressional and FCC "studies". In addition to Chairman Sugg, group includes: Walter J. Damm, WTMJ-TV Milwaukee; James D. Shouse, Crosley; Jack Harris, KPRC-TV Houston; David M. Baltimore, WBRE-TV Wilkes-Barre; A. H. Kirchhofer, WBEN-TV Buffalo; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C.; L. H. (Bud) Rogers II, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit; Victor A. Sholis, WHAS-TV Louisville, and Harold See, KRON-TV San Francisco.

B•T

THAT hitherto undisclosed Procter & Gamble product placing radio-tv spot campaign effective April 18 in about 75 markets [B•T, April 4] is Golden Fluffo. Shortening has been using spot in several markets but will expand coverage to promote its yellow color. Biow-Beirn-Toigo, New York, is agency.

B•T

BLUE NOTES • There's nothing on NARTB's convention agenda yet, but May meeting is bound to take up, at some point, increasingly difficult problem of how to cope with off-color recordings that flood stations. Hot discs usually are fed to disc jockeys who slip same by station receptionists. Even most severe station discipline can't remove danger of risque numbers.

B•T

IMMINENT retirement of Col. Edwin L. White, chief of FCC Safety & Special Radio Services Bureau (see page 98), after 33 years of government service, may be forerunner of number of top level staff changes in FCC. There's prospect that Curtis B. Plummer, chief of Broadcast Bureau and former chief engineer, who is expert in aeronautical and safety field, may take over Col. White's post. Who will head important Broadcast Bureau is problematical but there's considerable sentiment in favor of John J. FitzGerald, who has carried load in Opinions & Review.

B•T

SPOT SPREAD • Contrary to most salesmanship concepts, NBC Radio in its new *Monitor* series is willing to say flatly to advertisers: "Don't buy one or two-time shots with *Monitor*." NBC figures series of announcements, spread over weekend, will produce maximum results (see page 52).

B•T

WITH INITIAL decisions on comparative hearing cases involving tv approaching point of being current, FCC may shortly transfer number of staff attorneys to Opinions & Review staff, which writes final decisions for FCC, to eliminate bottleneck there. Ten attorneys are in O&R branch under Chief John L. FitzGerald, who took over last fall. Since last Dec. 9, when James D. Cunningham became chief examiner, 15 tv initial decisions have been issued.

B•T

HIS HONOR • J. Patrick Beacom, owner of WVVW Fairmont, W. Va. and of suspended WJPB-TV (ch. 35), is candidate for mayor of Fairmont, and, according to reports, is shoo-in May 1. He served two terms in West Virginia legislature.

B•T

WHILE headquarters of Westinghouse Broadcasting Co. move next month to New York (space has been leased in Chanin Bldg., 122 E. 42nd), Joseph E. Baudino, executive vice president, and his immediate staff will remain in Washington to cover regulatory front. Operating direction of WBC stations has been assigned by President Chris Witting to Don McGannon, who joined WBC three months ago, after having served in second slot at DuMont Network. Mr. McGannon was elected to WBC board last month.

B•T

AWARDS FOR COMMERCIALS • Trade-wide survey has been instituted by Sam Shain, editor of *Space & Time (Inside Advertising)* on attitude toward awards for radio and tv commercials. Comments range from "too many awards now" to all out support. "Handle with care" admonition underscores most attitudes.

B•T

WALL STREET JOURNAL, *which caught merry ned from many broadcasters and Station Representatives Assn. because of its March 21 lead story headlined "Fading Radio," is now going to do follow-up on what goes in non-network radio. Number of important stations over country have been asked for comments, and Joseph M. Guilfoyle, who authored March 21 piece, is motorman on follow-up job, too.*

There's unanimity in Kansas City:

No matter how you count the audience the no. 1 station is

WHB

10,000 WATTS, 710 KC

HERE IS THE WHB LEADERSHIP LINE-UP:

FIRST PLACE—HOOPER

Average share of audience, 7 a.m.-6 p.m. Mon.-Sat., Jan.-Feb., 1955

FIRST PLACE—TRENDEX

Average share of audience, 8 a.m.-6 p.m. Mon.-Fri., Jan.-Feb., 1955

FIRST PLACE—PULSE

Average share of audience, 6 a.m.-6 p.m. Mon.-Sat., Jan.-Feb., 1955

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDEX—give WHB the top daytime spot with ratings as high as 48.9% (Hooper). So no matter which ratings you buy by, your best Kansas City buy is WHB. Talk to the man from Blair or WHB General Manager, George W. Armstrong.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

Fourteen Directors Elected To NARTB Radio Board

FOURTEEN places on NARTB Radio Board filled, effective with May convention, in election process completed Friday, according to C. E. Arney Jr., secretary-treasurer.

Directors elected in odd-numbered districts follow:

1—Herbert L. Krueger, WTAG Worcester, Mass., re-elected.

3—George H. Clinton, WPAR Parkersburg, W. Va., re-elected.

5—Owen F. Uridge, WQAM Miami, replacing John Fulton, WQXI Atlanta.

7—Robert T. Mason, WMRN Marion, Ohio, replacing F. Ernest Lackey, WHOP Hopkinsville, Ky. (elected as small station director).

9—William Holm, WLPO LaSalle, Ill. (unopposed), replacing Hugh K. Boice Jr., WEMP Milwaukee.

11—F. E. Fitzsimmonds, KFYR Bismarck, N. D., re-elected.

13—Alex Keese, WFAA Dallas, replacing Kenyon Brown, KWFT Wichita Falls, Tex.

15—William D. Pabst, KFRC San Francisco, re-elected.

17—Richard M. Brown, KPOJ Portland, Ore., re-elected.

Large Stations—John M. Outler Jr., WSB Atlanta (two years, most votes), and John F. Patt, WJR Detroit (one year), replacing John H. DeWitt Jr., WSM Nashville, and Martin B. Campbell, WFAA Dallas (resigned).

Medium Stations—Cecil B. Hoskins, WWNC Asheville, N. C., replacing G. Richard Shafto, WIS Columbia, S. C.

Small Stations—F. Ernest Lackey, WHOP Hopkinsville, Ky., replacing Edgar Kobak, WTWA Thomson, Ga.

Fm Stations—Edward A. Wheeler, WEAW-FM Evanston, Ill., replacing Ben Strouse, WWDC-FM Washington.

Regional Meeting Schedule Of NARTB Opens Sept. 19

NEW schedule of eight NARTB regional meetings, replacing 17 district meetings, set up Friday by C. E. Arney Jr., secretary-treasurer. Itinerary gives members of NARTB traveling party and "flea circus" time to return to home offices between meetings. Schedule follows:

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-21	Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.)	Sept. 21-23	Saranac Inn, Saranac, N. Y.
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 26-28	Jung Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

2,100-MILE TV REMOTE

KTTV (TV) Los Angeles will stage 2,100-mile remote Tuesday when it carries four-hour coverage of Salk Polio vaccine report direct from National Foundation for Infantile Paralysis Conference at Ann Arbor, Mich. KTTV will sign on at 6:45 a.m., telecasting entire conference, described as what may be most significant medical announcement of century. Equipment flown to Ann Arbor for pickup. Ed Reimers will describe conference and conduct interviews. Robert Breckner, program director, and Edward Benham, chief engineer, in charge of planning. Station booked only outgoing tv line from Ann Arbor to Toledo. It will make program available to other stations and networks on pool basis.

CBS-TV, NBC-TV Reveal Summer Hiatus Plans

SUMMARY of summer hiatus policy for advertisers on CBS-TV and NBC-TV was reported last Friday, but plans from DuMont and ABC-TV were not as yet available.

CBS-TV's hiatus policy will be in effect from July 3 to Aug. 27 and provides for suspension of broadcasting in Class A periods from 8-11 p.m. EST Monday through Friday; 6-11 p.m. Saturday and 5-11 p.m. Sunday. Shared sponsorship programs are excluded from eligibility. Sponsors of alternate-week periods are entitled to hiatus of four alternate-week broadcasts during summer.

Advertisers and agencies have been advised to notify CBS-TV of intention to suspend during summer period by May 1. At same time firm commitment for resumption of broadcasting should be made for minimum of 13 weeks, effective with first broadcast following end of hiatus. (Upon completion of this commitment, normal cancellation cycles may be resumed.)

NBC-TV's summer interval plan does not specify any dates but is confined to periods advertisers may select. Hiatus also is for eight-week period for sponsored programs in Class A time from 7:30-10:30 p.m. EST weekdays, and 5-11 p.m. Saturdays and Sundays. It does not apply to co-sponsored programs. To be eligible, advertiser must have sponsored show for 13 weeks prior to hiatus and must sign non-cancellable contract to resume broadcasting at conclusion of summer interval.

Alabama Broadcasters Review Management, Cost Problems

SERIES of station and individual awards presented to Alabama stations by Associated Press as Alabama Broadcasters Assn. opened weekend meeting in Montgomery. J. Dige Bishop, WCTA Andalusia, ABA president, presided at meetings.

Oliver S. Gramling, AP assistant general manager, presented station awards for outstanding performance to WAPI Birmingham, WOWL Florence, WBRC Birmingham, WTBF Troy and WHBS Huntsville. Individual awards went to Maury Farrell, Cal Douglas, Dan Daniels, Fred Taylor, WAPI; Richard Biddle, Nell Bigbee, Bill Mapes, Shirley Moseley, WOWL; Davenport Smith, Dave Campbell, WBRC; Jess Jordan, Asa Dudley, WTBF; John Neal, Hudley Crockett, WHBS.

T. E. Martin, WAPX Montgomery, ABA legislative chairman, directed panel covering legislative activities. Charles H. Tower, NARTB labor manager, moderated panel on management problems and was luncheon speaker. W. Emmett Brooks, WEBJ Brewton, spoke on wage-hour problems.

Panel on remote control of transmitters was led by Hoke Williford, WAPX Montgomery. Taking part were Malcolm Street, WHMA Anniston, and Louis Blizzard, WHOS Decatur. F. S. Holliday, FCC liaison officer, spoke on Conelrad. Pat M. Courington, WAVU Albertville, explained ways of keeping operating costs at a minimum.

IDEAL DOLL NEGOTIATING • Ideal Doll Co., through Grey Adv., N. Y., understood to be negotiating for possible sponsorship of *Macy Day Parade* on NBC-TV next Thanksgiving, as well as sponsorship of children's show on either CBS-TV or NBC-TV.

MONTICELLO RADIO • Monticello Drug Co., Jacksonville, for 666 (malaria preparation), starting radio spot announcement campaign mostly on Negro-appealing programs in coastal areas. Campaign breaks May 15, Thursdays and Fridays, for 52 spots in 35 markets. Charles M. Hoyt, N. Y., is agency.

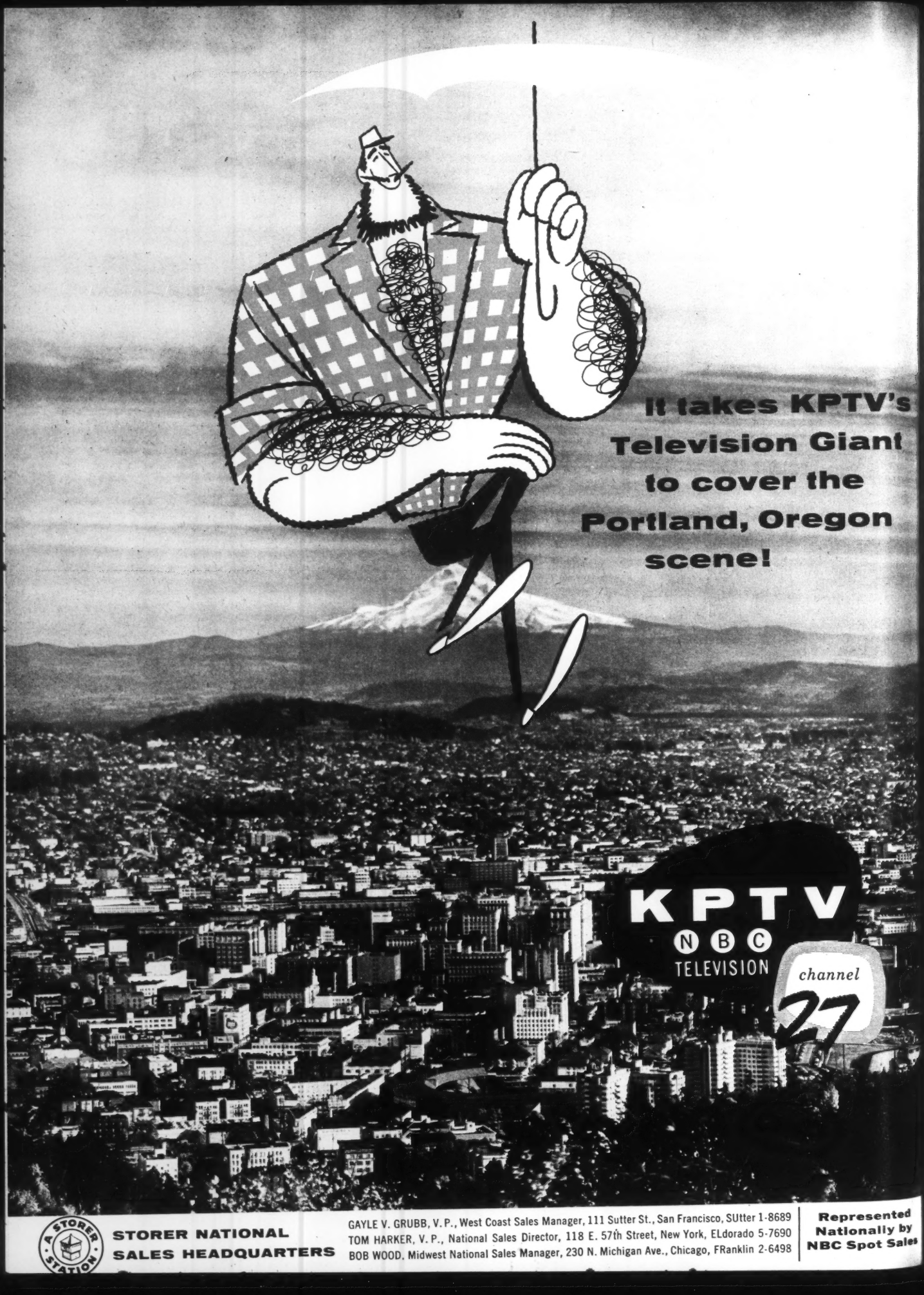
GRIFFIN SPOTS • Griffin Mfg. Co., Brooklyn (shoe polish), through Bermingham, Castleman & Pierce, N. Y., starting annual radio campaign using spots, 7 to 9 a.m., effective mid-April in southern markets, about 48 stations, then traveling north as weather gets warmer. Contracts run from 26 to 32 weeks.

FALSTAFF IN TEXAS • Falstaff Brewing Corp. (Falstaff beer) working out budget to use nighttime spots in radio for 26-week campaign in Texas area. Dancer-Fitzgerald-Sample, New York agency, will probably place campaign effective late April or early May.

MOTOR WEEK • Participations on NBC-TV's *Today* (Mon.-Fri.) have been bought for several automobile manufacturers for week of April 18-22, coinciding with negotiations on new contract with United Automobile Workers Union (CIO). That week program, which will originate in Detroit, will present participations for Oldsmobile (through D. P. Brother), Pontiac and Cadillac (MacManus, John & Adams), Chrysler (McCann-Erickson), Buick (Kudner), Chevrolet (Campbell-Ewald), DeSoto (BBDO) and Packard (Ruthrauff & Ryan).

New Hazel Bishop Product

HAZEL BISHOP Inc. has started nationwide shipment of new product, Compact Makup. Additional $3 million budget has been allocated for introductory campaign of this new product, Raymond Spector, board chairman of Hazel Bishop and president of Raymond Spector Agency, announced. Negotiations are underway for purchase of two additional tv shows and time on CBS-TV and NBC-TV.



A STORER STATION

STORER NATIONAL SALES HEADQUARTERS

GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUtter 1-8689
TOM HARKER, V. P., National Sales Director, 118 E. 57th Street, New York, ELdorado 5-7690
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago, FRanklin 2-6498

Represented Nationally by NBC Spot Sales

at deadline

NBC Buy of WBUF-TV Awaits FCC Approval

FORMAL application for NBC's purchase of ch. 17 WBUF-TV Buffalo filed with FCC late Friday along with promise that upon Commission consent to $312,500 cash sale, NBC "will devote its full efforts to establishing that uhf can compete in a major market in which two vhf stations are already in operation." Network expects to lose nearly $360,000 in first year of uhf operation there.

NBC earlier bought ch. 30 WKNB-TV New Britain, Conn., for $600,000, also subject to FCC consent. It becomes first network and second station operator to acquire full limit of five vhf and two uhf stations. WBUF-TV purchase came month after Plotkin Report cited two-vhf station market is "most difficult" for uhf operator [B•T, Feb. 7].

Application stated WBUF-TV, now airing ABC shows, "will carry the NBC television network program service" as soon as "outstanding commitments permit." Other stations operating in market include ch. 2 WGR-TV, present NBC affiliate, and ch. 4 WBEN-TV, CBS affiliate. WBUF-TV suspended operation earlier this year, resumed upon conclusion of negotiations with NBC [B•T, March 14].

Since WBUF-TV principals Sherwin Grossman and Gary L. Cohen have leased present site for 15 years to WGR-TV, companion application was tendered to move WBUF-TV to new site under NBC ownership. Technical facilities specified effective radiated power of 469 kw visual and 235 kw aural with antenna height above average terrain 489 ft. Estimated first year operating cost of $917,000 and revenue $558,000 were given.

WBUF-TV balance sheet showed net loss to Dec. 31, 1954, was $236,324.42 while net loss in January was $12,196.78. WBUF-TV's total assets at end of January were $470,082.95 with total liabilities and deferred income $627,354.15. NBC balance sheet as of Feb. 28 showed current assets $50,008,462, total assets $77,315,992, current liabilities $33,241,099, capital stock $6,500,000, earned surplus $37,082,393.

Fresno All-Uhf Plea

PETITION for rule-making to make Fresno, Calif., all-uhf commercial tv market filed with FCC Friday by ch. 47 KJEO (TV) there which asks that educational reservation on ch. 18 be switched to ch. 12. KARM Fresno awaits final ruling on initial decision favoring it over KFRE there for ch. 12. KJEO pointed out it and ch. 24 KMJ-TV have built tv market there, not served by any other vhf station. KJEO followed other de-intermixture petitions filed last week (early story page 93).

Broadcasters Oppose Pay-See

FORMATION of New England Broadcasters for Free Tv to oppose pay-as-you-see television announced Friday by Leon P. Gorman, general manager, WABI-AM-TV Bangor, Me. Mr. Gorman said group will attempt to consolidate opposition to toll tv among elements of broadcasting industry and cooperate with other organizations.

CHAIRMAN'S CHUCKLE

WHILE FCC Chairman George C. McConnaughey wouldn't commit himself on Commission's subscription tv policy during *Capitol Cloakroom* program on CBS Radio (Sat., 6:30-7 p.m.), he chuckled when Panelist Ted Church asked if he'd heard crack, "Television cannot exist half free, half fee." Chairman was more specific in discussing other basic radio-tv problems (story page 98).

Westinghouse Management Meetings Set This Week

PROGRAM managers and film buyers of Westinghouse Broadcasting Co. tv stations—WBZ-TV Boston, WPTZ (TV) Philadelphia, KDKA-TV Pittsburgh, KPIX (TV) San Francisco—meet today (Monday) for session on film programming, hearing film company presentations during day, concluding with evening session on feature films. Live tv programming will be discussed tomorrow at all-day session of program managers. Richard Pack, WBC national program manager, will preside at two-day meeting in New York. General managers, program managers, sales managers and promotion managers of WBC tv stations will spend Wednesday-Friday at Skytop Club at Cresco, Pa., for three-day discussion of general station management problems with group of top WBC executives headed by Chris Witting, president.

House, FCC Set Session

HOUSE Commerce Committee will hold briefing session with FCC Wednesday on Commission's legislative program this year. Expected to come up for discussion are FCC's proposal to amend Sec. 309 (c) of Communications Act and proposals by Reps. Oren Harris (D-Ark.) and Carl Hinshaw (R-Calif.) to limit tv towers to 1,000 feet (H J Res 138 and 139, respectively). Sen. Warren G. Magnuson (D-Wash.) has introduced bill (S 1648) to amend Sec. 309 (c) (protest procedures) in Senate (see story page 97).

UPCOMING

April 11: Washington State Assn. of Broadcasters, Seattle.
April 12: NARTB Tv Board, NARTB Headquarters, Washington.
April 12-14: Radio-Electronics-Tv Mfrs. Assn. spring meeting, Hotel Roosevelt, N. Y.
April 13-15: National Federal of Adv. Agencies Inc., Escape Hotel, Ft. Lauderdale, Fla.
April 15: Board of Governors, Canadian Broadcasting Corp., Parliament Bldgs., Ottawa.
April 15: Nebraska Broadcasters Assn., Hotel Madison, Norfolk.
April 17: Kansas Assn. of Radio Broadcasters, Hotel Samer, Salina.

For other Upcomings, see page 125.

PEOPLE

ALFRED PAUL BERGER, former copy chief at Emil Mogul Co., N. Y., and recently head of his own agency, rejoins Mogul as member of plans board.

ART THORSEN, script writer at WBBM Chicago, appointed continuity editor, succeeding **JOSEPH L. STRADER,** who becomes engineering schedule manager at WBBM-TV.

H. S. GWYNNE, manager, market plans and analysis, tube industry sales section, RCA Tube Div., appointed manager of section.

F. A. (MIKE) WURSTER, formerly with BBDO and WABD (TV) New York, to Kieswetter, Baker, Hagedorn & Smith, N. Y., as media director, succeeding **ELIZABETH THOMPSON ANDERSON,** retiring after 10 years with agency.

JULIUS ROSEN, executive vice president, elected president of Charles Antell Inc., and **LEONARD ROSEN** re-elected chairman of board, it was announced Friday. Both purchased all stock and interests of company from **CHARLES KASHER,** former president. Account still contemplating new agency [B•T, March 28].

Central Region of AAAA Elects Bliss President

ELECTION of new officers and governors for Central Region of American Assn. of Adv. Agencies, including that of Vincent R. Bliss, president of Earle Ludgin & Co., as president, announced in Chicago Friday.

L. O. Holmberg, Compton Adv., named vice chairman and E. J. Lauesen, Fuller & Smith & Ross, elected secretary-treasurer. Four new governors are F. Strotter Cary, Leo Burnett Co.; James G. Cominos, Needham, Louis & Brorby; Clinton E. Frank, Clinton E. Frank Inc., and Milton H. Reynolds, Allen & Reynolds. Five ex-officio officers, including G. B. Bogart of Calkins & Holden, new AAAA Chicago Council chairman, also will serve on new board. Two more ex-officio members to serve after forthcoming St. Louis and southwest elections.

Twenty-one state region will plan its fall Chicago convention shortly after national AAAA meetings in Boca Raton, Fla., April 21-23.

MBS Ticket-Tv Forum

SPECIAL program will be carrier April 17 on Mutual's *Northwestern Reviewing Stand* (Sun., 11:30-12 noon EST), titled "What About Subscription Tv?" Panel will consist of Trueman T. Rembusch, midwestern director, Organizations-forFree-Tv; Larry Wolters, tv editor, *Chicago Tribune;* Joseph S. Wright, general counsel, Zenith Radio Corp., and James McBurney, dean of School of Speech, Northwestern U., moderator.

'Mickey Mouse' Sponsors

SIGNING of four additional sponsors for *Mickey Mouse Club,* new Walt Disney series scheduled to bow Oct. 3 in Mon.-Fri. 5-6 p.m. time slot, was announced Friday by Slocum Chapin, vice president in charge of network sales, ABC-TV. Newly-signed sponsors are: American Dairy Assn., Chicago, through Campbell-Mithun, same city; Carnation Co., Los Angeles, through Erwin, Wasey & Co., same city; Mars Inc., Chicago, through Leo Burnett Co., same city, and Welch Grape Juice Co., Westfield, N. Y., through Kenyon & Eckhardt, New York. Eight national advertisers have signed to sponsor series to date.

the week in brief

PAY TV: THE POT BOILS

Flood of comments at FCC is biggest in years. Zenith cancels CBS show for refusal to carry pro-subscription tv commercial 31

COTY SAYS THEY STOLE IT

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*Reg. U. S. Patent Office

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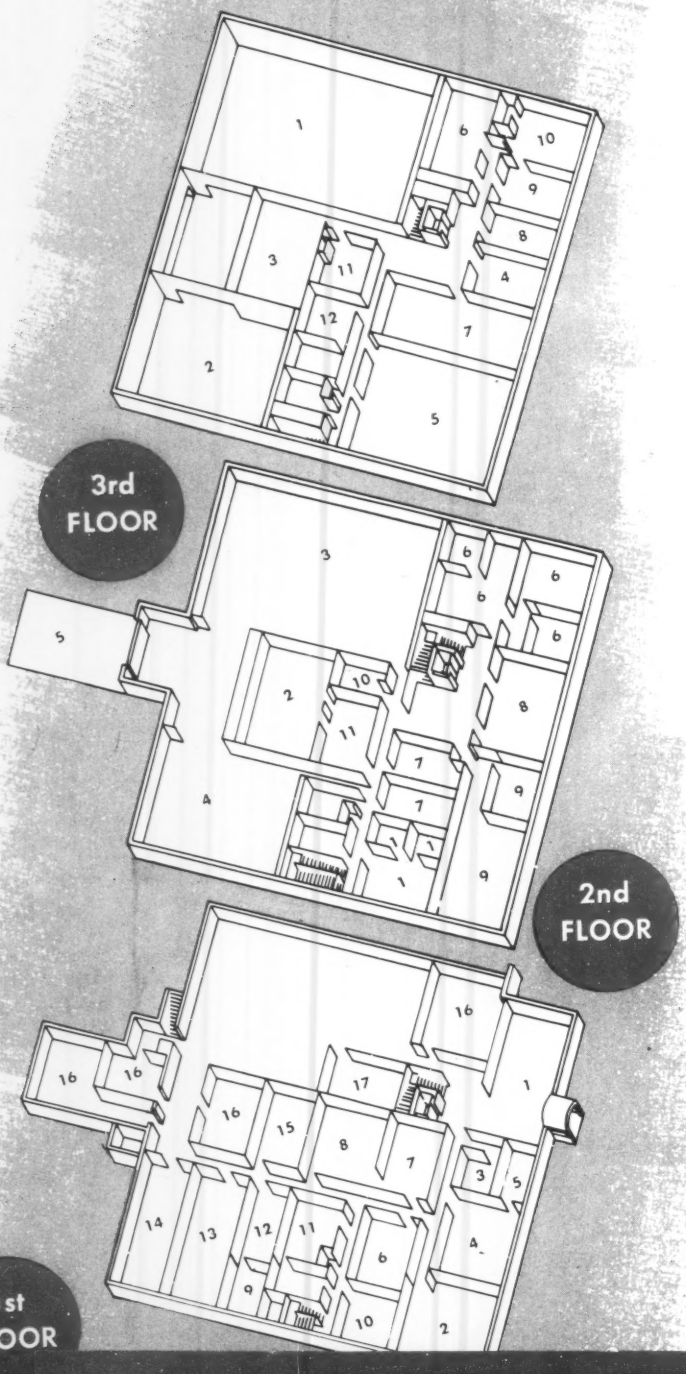
yours... all yours!
WOOD

WOODland CENTER

30,000 SQUARE FEET *of the most modern complete broadcasting facilities in Western Michigan*



Completion of WOODland CENTER marks a long line of "firsts" in the facilities and services offered you by WOOD. In 1924, WOOD was Grand Rapids' first radio station. Today, it's Grand Rapids' *only* 5000 watt station, covering the heart of the rich WOODland market area. WOOD-TV was Western Michigan's *first* TV station on the air, first *anywhere* to deliver 316,000 watts from a 1000′ tower. Other Western Michigan WOOD TV firsts are:

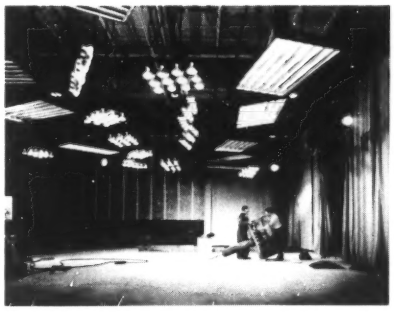
- Local Live Programs
- A T & T Network Service
- Color Service
- I N S Fax News Photo Service

If you, too, want to be first in Western Michigan, schedule WOOD and WOOD-TV!

FIRST FLOOR

1. Reception Room
2. Radio Studio
3. Announcer's Booth
4. Radio Control Room
5. Recording Studio
6. Music Record Library
7. Film Editing
8. Film Projection
9. Film Developing
10. Announcer's Lounge
11. Engineer's Lounge
12. Shipping Room
13. Office Supplies
14. Maintenance Shop
15. TV Power Room
16. Heating, Air Conditioning
17. Telephone Equipment

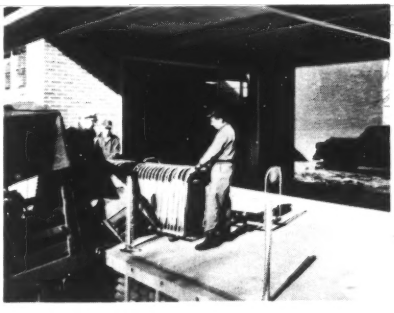
new home of WOOD and WOOD-TV



Studio A, 60'x 40', is equipped with 39 suspended lighting fixtures . . . permits simultaneous display of 8 automobiles on one set.

Unique central TV control room serves both Studio A and Studio B . . . makes possible split-second shifts from one studio to another.

Studio B, 30'x 40', houses a complete kitchen unit for homemaking shows, which can be screened off by folding doors when desired.



Loading ramp adjoins TV studios . . . permits truck unloading at bed level on one side; driving of autos from 100-car parking lot on other side.

News department is complete with every modern device for fast service, via local police radio systems, AP wires, International News Facsimile Photos.

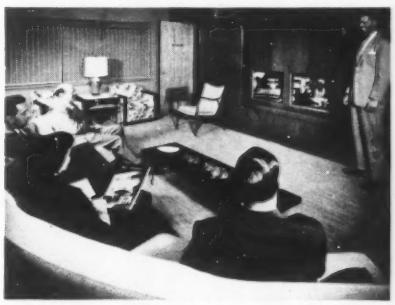
Fully equipped dark room permits quick development of on-the-spot movie and still shots made by WOOD-TV news correspondents.

SECOND FLOOR

1. News Department
2. TV Control
3. TV Studio A
4. TV Studio B
5. Loading Ramp
6. Program Department
7. Dressing Rooms
8. Chief Engineer
9. Accounting
10. TV Announcer's Booth
11. Audio-Video Rack Room

THIRD FLOOR

1. TV Studio A
2. TV Studio B
3. Client Viewing Room
4. Conference Room
5. Traffic, Continuity
6. Promotion
7. Sales
8. Sales Manager
9. Sec., General Manager
10. General Manager
11. Business Service
12. Women's Lounge



Client's room overlooks TV studios; has color and black-and-white TV. Remote controlled panels reveal film audition screen, easel displays.

In the continuity department, scripts are written . . . commercials prepared . . . slides and other visual props arranged for clients.

RAPIDS

IGAN

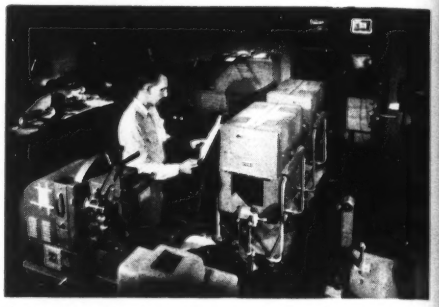
WHAT'S IN WOODland CENTER FOR YOU?

Expanded audience-participation facilities permit full enjoyment of local programs . . . here, Buckaroo Rodeo, favorite of the younger set.

most modern TV and AM facilities

RADIO

- Large AM studio for local live programs
- Air personalities—the best
- Fully equipped recording studio
- NBC programs
- Daytime news, every hour on the hour
- 5000 watts day and night



Projection room has three film projectors; two Telojectors with a capacity of 12 slides each; and Telop projector which holds 10 telop cards.

TELEVISION

- Two large, fully equipped TV studios
- Three 16 mm film projectors
- Full slide and telop facilities
- Panel controlled, complete lighting equipment
- Excellent prop storage facilities
- Expanded arrangements for audience-participation
- Spacious, completely equipped client room
- Top-rated network and locally produced programs

All props, from the largest background flat to the smallest, most delicate properties, are carefully handled —and fed, if the situation requires.

Everything from Bach to boogie is quickly available in the extensive WOODland CENTER music library.

serving all of Western Michigan!

WOOD

GRAND RAPIDS, MICHIGAN

ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, INDIANA
WFDF, FLINT, MICHIGAN, WEOA, EVANSVILLE, INDIANA

REPRESENTED BY KATZ AGENCY

TV:
316,000 WATTS, NBC, BASIC: ABC AND DuMONT

RADIO:
5000 WATTS, NBC AFFILIATE

PRINTED IN WOODLAND U. S. A.

REUNION IN VIENNA

THE LAST 15 minutes of "Reunion in Vienna" were almost worth watching the first 75—but not quite. It was Greer Garson's television debut, and it was a sorry show.

Biggest puzzle of the performance was trying to decide what the playwright had in mind. After it was over you guessed it must have been an attempt at romantic comedy, but it succeeded only in being an unsuccessful farce.

The play dealt with has-been aristocracy in Vienna in the 1930's. A band of the former favorites of the court had decided to have a party to recall the "old days." Miss Garson played a former member of the court set who was now the wife of a successful psychoanalyst. She was enticed to go to the party on the promise that a former lover, an exiled archduke, would attend. Her husband, who felt he had been competing with the memory of the lover all those years, encouraged her to go so she could get him out of her system.

She went, she saw, and she was almost conquered. In fact, she was almost seduced right before the nation's televiewers. It may have been sophisticated on the stage, but it came through as indecent on tv. Brian Aherne, as the playboy archduke, was distastefully lecherous instead of romantically naughty.

Only in the third act did a professional touch grace the show. The scene in which the amorous archduke confronts the husband and baldly demands permission to make love to his wife was wittily written and adroitly played. Especially clever was the ending. The husband had left the wife and would-be-lover alone for the night, sort of putting them on their honor. You thought they were going to "do the right thing" about it all when suddenly the lights dimmed and the camera left them holding hands on a terrace. When the husband returned in the morning everyone was gay as birds, and the viewer suspected the worst. Then, at the close, the wife produced a medal which the archduke had given her and recited a motto—evil to him who evil thinks! Then it was the viewer's turn to blush.

Television can ill afford to waste the talents of people like Miss Garson. It's to be hoped she and others like her—along with the viewers—won't be scared off by occasional blunders.

Production costs: $300,000.

Broadcast on NBC-TV, Mon., April 4, in color and black-and-white, on Producer's Showcase, *monthly series sponsored by Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt and Grey Adv. Agency.*

NBC producers: Fred Coe; guest producer: Jean Dalrymple; associate producer: Bill Nichols; director: Vincent Donahue; associate director: Dominick Dunne.

Adapted for tv by David Shaw from play by Robert Sherwood.

Stars: Greer Garson, Brian Aherne, Peter Lorre, Robert Fleming, Cathleen Nesbitt, Lilli Darvas, Herbert Berghof.

Settings: Rouben Ter-Artunian; makeup: Dick Smith; musical director: Harry Sosnik; technical director: Larry Elikann; unit manager: Perry Cross.

THE WHISTLER

TO THE devotees of mystery drama on radio, the return of *The Whistler* to the full CBS Radio network after a hiatus of eight years should prove welcome. This program has long been a steady favorite on the West Coast.

Perhaps it should be explained, for the benefit of the uninitiated, that the Whistler is a hollow voice, omnipresent and omniscient, which sets the scene and narrates the innermost thoughts of some miscreant in the process of a crime.

The stories usually follow a pattern: The person is driven by circumstances to commit his crime; he apparently is successful in covering his tracks; and at the final moment, a trick of fate reveals his guilt.

In one episode, "Alibi," a murderer has convinced a detective that he was taking a nap in his room during the time of the murder committed in another part of the city. However, the detective discovers an alarm clock in the murderer's apartment, still ringing, and still set for the time the murderer supposedly was taking his nap.

Generally, this series errs on the side of stereotyped characterization, which is perhaps inevitable in such a rigid format. Also, it must be noted that a half-hour is too short a time period to develop believable characterization, either on radio or tv (*The Whistler* is also a syndicated tv series).

However, it must be admitted that the interest of the listener is maintained, because one cannot be sure just how the murderer is going to get his comeuppance, although one can be sure that he will.

Production costs: $2,350.

Network: CBS Radio, Thursdays, 8-8:25 p.m. EST (West Coast, Sundays, 7:30-7:55 p.m. PST). Transcribed Hollywood origination.

Format: Psychological drama.

Producer: Joel Malone; director: Gordon T. Hughes; music conductor: Wilbur Hatch; writers: various.

Sponsor: (West Coast) Lever Bros. Co. (for Rinso), through Ogilvy, Benson & Mather Inc., N. Y.

★ ★ ★

BOOKS

THIS IS EDUCATIONAL TELEVISION, by William Kenneth Cumming. Communications Series, Lansing, Mich. 264 pp. $4.40.

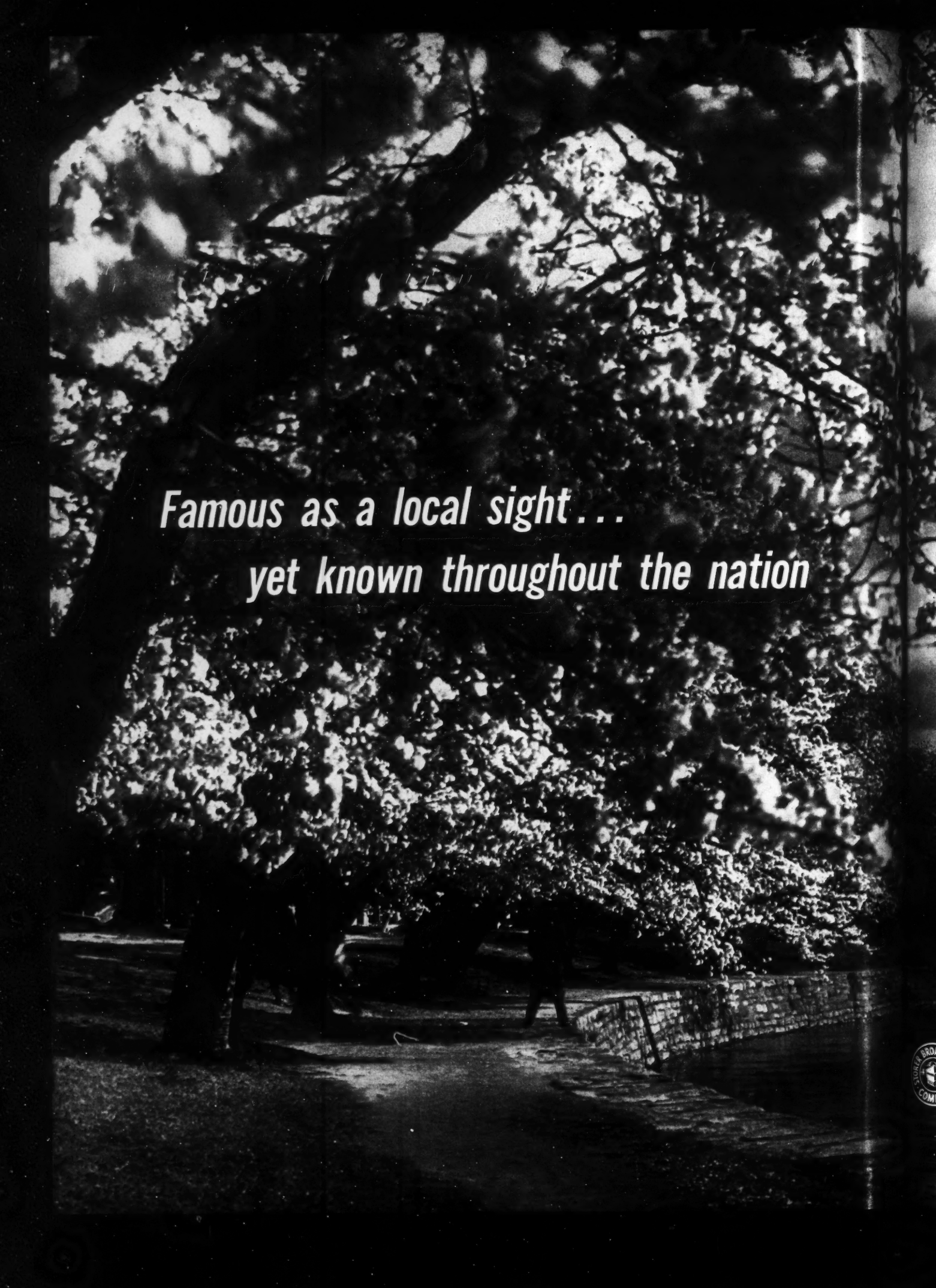
THOROUGH coverage of educational television in all its phases, including programming, operation of a commercial or non-commercial station by an educational institution, cooperation with outside commercial stations and networks, administrative problems, etc., is provided by this volume. The book is based largely on personal interviews with educators who have been active in tv and on the author's own observations as a member of the department of journalism of Michigan State College and producer-coordinator of the college's tv station, WKAR-TV East Lansing.

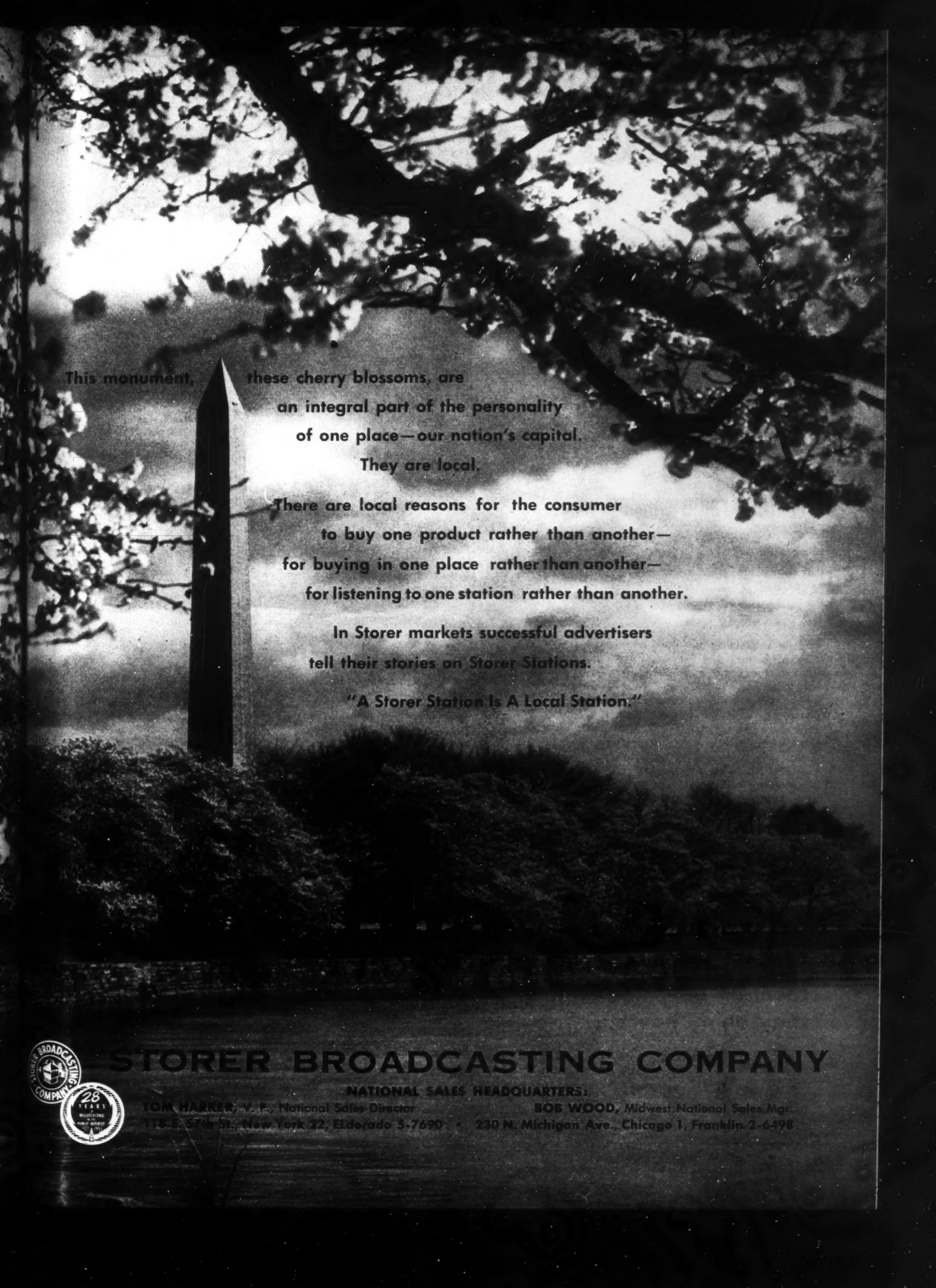
STATISTICAL YEARBOOK (sixth issue) by Statistical Office of United Nations, New York, N. Y., 594 pp., $7.50 (clothbound), $6 (paperbound).

BROADCASTERS and students of broadcasting will find particularly interesting that section of the *Statistical Yearbook* dealing with radio and tv stations in countries throughout the world and with radio and tv set ownership. The *Yearbook* estimates there are more than 230 million radio sets in use throughout the world, of which more than 120 million are located in the U. S. and 70 million in Europe. In television, the U. S. is credited with 31.5 million sets; the United Kingdom, 3.4 million; Canada, 655,000; France, 72,000. The *Yearbook* notes that Soviet Russia claimed about 700,000 tv sets in January 1954.

The range of coverage of the *Yearbook* can be suggested by the main topics, including statistics on population, manpower, forestry, fishing, manufacturing, transport, internal trade, finance, national income and communications, among others.

COVER
NORTH
CAROLINA'S
Rich, Growing
"GOLDEN
TRIANGLE"
WINSTON-SALEM
GREENSBORO
HIGH POINT
with
WSJS
TELEVISION
CHANNEL 12
a 24-county market with
Effective Buying Income
of
$1,543,515,000
(Sales Management 1954
Survey of Buying Power)
NOW SHOWING!—ALL NBC COLOR SHOWS
NBC
Interconnected
Television Affiliate
National Representative:
The Headley-Reed Company


Famous as a local sight...
yet known throughout the nation


This monument, these cherry blossoms, are
an integral part of the personality
of one place—our nation's capital.
They are local.
There are local reasons for the consumer
to buy one product rather than another—
for buying in one place rather than another—
for listening to one station rather than another.
In Storer markets successful advertisers
tell their stories on Storer Stations.
"A Storer Station Is A Local Station."
STORER BROADCASTING COMPANY
NATIONAL SALES HEADQUARTERS:
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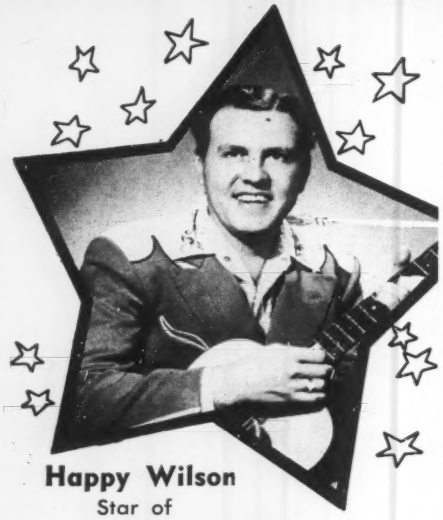
230 N. Michigan Ave., Chicago 1, Franklin 2-6498



Happy Wilson
Star of
"Yawn Patrol"
4:45 to 6:30 AM Monday-Friday

Stars Sell on Alabama's greatest radio station

WAPI

Happy is starting his 20th year as a WAPI star! On "Yawn Patrol" he entertains the early-rising rural folk with tops in folk and hillbilly music, gives time and weather reports, chats in his folksy manner. His ratings don't quite double those of the next station, but they're close! He increases his popularity. . . . and his value to sponsors! . . . by making personal appearances over the state. At 9 on Saturday nights he is joined by his Golden River boys for a half-hour of live entertainment.

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy hearing

Represented by
John Blair & Co.

Southeastern Representative:
Harry Cummings

OPEN MIKE

Sweeney Interview

EDITOR:

We agree with Sweeney almost 100% and are delighted with the interview feature [B•T, March 28] (which) provides valuable ammunition for us. . . . Are reprints of this and the Georgia bank story available?

William J. Green
Radio-Tv Director
Lewis Edwin Ryan Agency
Washington, D. C.

[EDITOR'S NOTE: Reprints of the B•T Interview with Kevin Sweeney are available at $15 per 100, and reprints of "A Georgia Bank Banks on Radio" at $5 per 100, with discounts of 10% on orders of 1,000 or more of either article.]

EDITOR:

The interview you had with Kevin Sweeney, president of Radio Advertising Bureau [B•T, March 28], is terrific, tremendous, colossal, provocative and stimulating. Even though I can't agree with all of Kev's points, I think it is wonderful. We would like a dozen reprints.

Simon Goldman, Pres.
WJTN-AM-FM Jamestown, N. Y.

EDITOR:

The Kevin Sweeney B•T interview was a masterpiece. If available, please mail us 25 copies.

Cal Smith, Station Mgr.
KROC Rochester, Minn.

EDITOR:

The interview with Kevin Sweeney was a dandy job. This format seems to make for absorbing reading and I hope B•T can use it often.

Murry Harris
Public Relations Dir.
A. C. Nielsen Co., New York

Who's a Dead Duck?

EDITOR:

It had been rumored about the country that radio is dying or a dead duck, particularly fm. About a year ago we decided to put on an fm classical musical station and finally Sunday, March 27th, we went on the air . . . From 3 p.m. until midnight on Sunday we received over 125 phone calls. Monday both of our phones were kept busy until midnight. We received over 350 letters and more coming in for our program guides.

We really do not know what this indicates except, to us, that there is a listening audience, if we can program things that they enjoy.

Harry Eidelman
KCFM St. Louis

Bobrun Broadcasts Then and Now

EDITOR:

I read with interest the item telling of the first tape-recorded broadcast of a bobrun at Lake Placid, N. Y., made by the sports announcer of the Saranac Lake [WNBZ] station for the Bill Stern network show [B•T, March 14].

I thought it might interest the younger generation to know the first broadcast from the bobrun was made "live" in 1935 . . . by E. S. Darlington a "ham" radio operator then in my employ in the news bureau of General Electric. Pack sets were unheard of in those days. Darlington built his own in true "ham" style. It weighed 25 pounds. . . .

With the pack set securely strapped to his back, a five-foot fishpole antenna sticking up in the air and microphone soldered inside a baseball catcher's mask, so that Darlington's hands could be free to hang onto the bob straps, the run was started. . . . As I recall it, Darlington was so scared after hitting the first curve that most of his "description" of the ride was confined to "Oh boy, another curve" and "we got through," but he carried on to the finish and the few words he did say were broadcast by WGY. A wire line carried his words from the bobrun lodge to Schenectady. . . .

C. D. Wagoner
(Retired from GE Publicity)
Radio Bureau
New York State Dept. of Commerce
Albany, N. Y.

The Carolinas

EDITOR:

. . . A fine job on the Carolinas [B•T, March 21] . . . and we have been mailing them out right and left ever since the reprints came in . . .

Roger A. Shaffer, Mgr.
WSPA Spartanburg, S. C.

EDITOR:

. . . The pieces on The South, on Georgia and on the Carolinas . . . were very well done and I congratulate you on them.

James E. Gates, Dean
College of Business Administration
U. of Georgia, Athens, Ga.

EDITOR:

Congratulations on a fine piece of work. It should prove very valuable to all of us in the business in these two states.

Harold Essex, V. P., Gen. Mgr.
WSJS-AM-TV Winston-Salem

EDITOR:

". . . a beautifully done piece . . . a gem of reporting."

Charles Parker
State Advertising Director
North Carolina Dept. of Conservation & Development
Raleigh, N. C.

EDITOR:

Congratulations to you and Frank Beatty on the excellent story on the "Carolinas." I think it is the finest I have ever seen. Would you please send us 50 reprints on the "Carolinas" story?

Charles M. Marshall
Promotion Manager
WSOC Charlotte, N. C.

[EDITOR'S NOTE: Reprints of "The Carolinas" are available at $25 per 100 copies, with a discount of 10% on orders of 1,000 or more.]

April 1st Promotion

EDITOR:

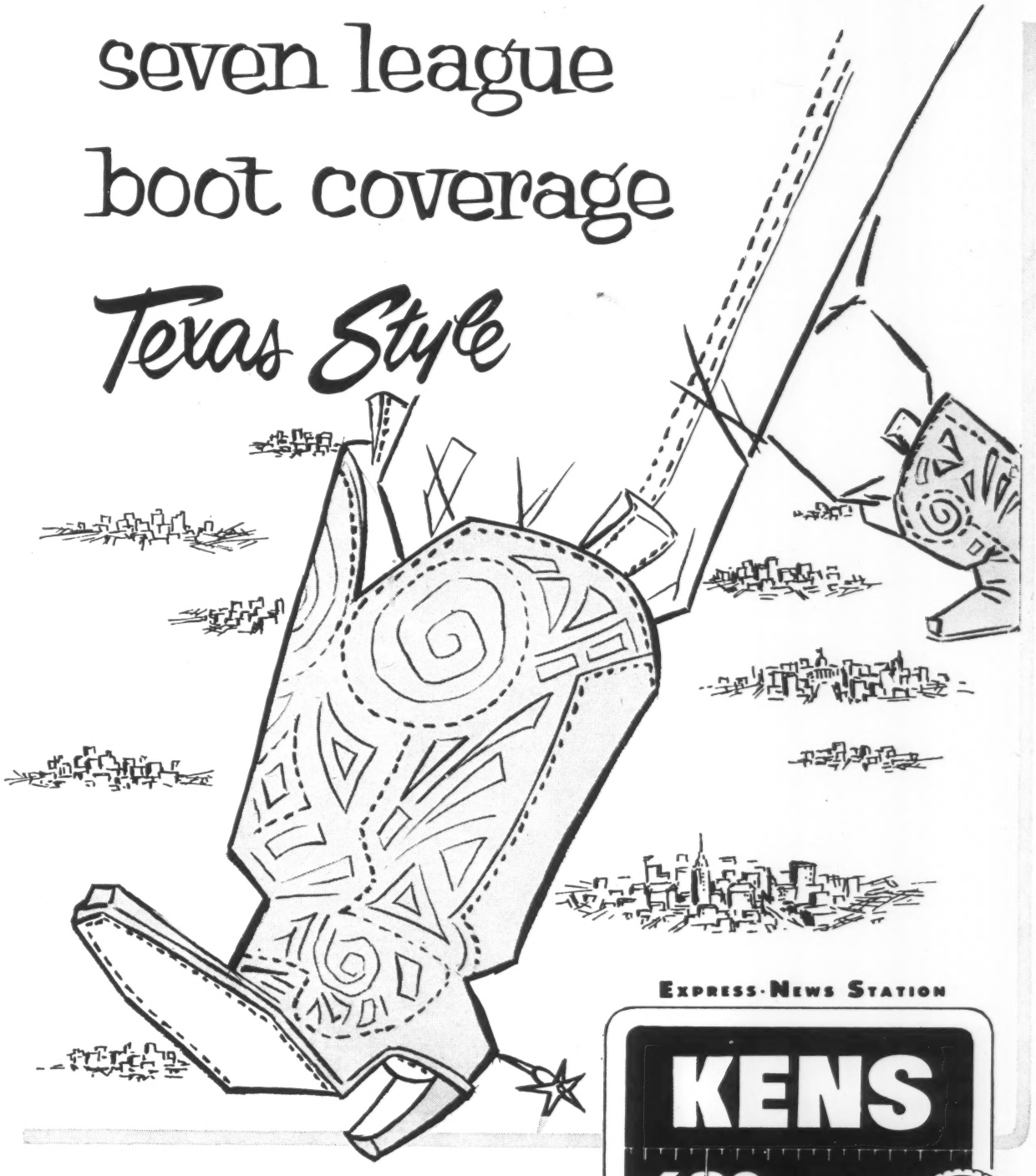
Here is the story of an April Fool's Day promotion on KDRS.

Nobody showed up for work except the manager, the sales manager and the business manager. As far as the radio audience was concerned, the only broadcaster on hand for seven hours (5:30 a.m. to 12:30 p.m. was the manager. I was on the air alone in that period, including newscasts and regular two-man shows.

The objective, obviously, was to set the town talking. It worked. By noon the town was buzzing and listeners were sticking extra close. Two members of the hospital auxiliary staff volunteered to appear on the community chatter show, *Back Fence*. Listeners called the homes of staff members to protest against the cruel prank. (We took the staff off the hook later in the day.) The whole staff appeared on *The Roving Mike* at 12:30 to celebrate their self-declared half holiday.

Ted Rand, Gen. Mgr.
KDRS Paragould, Ark.

seven league boot coverage *Texas Style*



EXPRESS-NEWS STATION

KENS

680 CBS

50,000 WATTS 10 KW NIGHTS

SAN ANTONIO, TEXAS

It takes a giant voice to cover this giant land . . . the rich 105 counties lying between Houston . . . Waco . . . San Angelo . . . Del Rio . . . Brownsville.

The powerful 50,000 watt daytime voice of KENS 680 kc. dominates this vast area of 109,737 square miles and its population of 4,271,400 — accounting for a yearly income of nearly $6 billion!

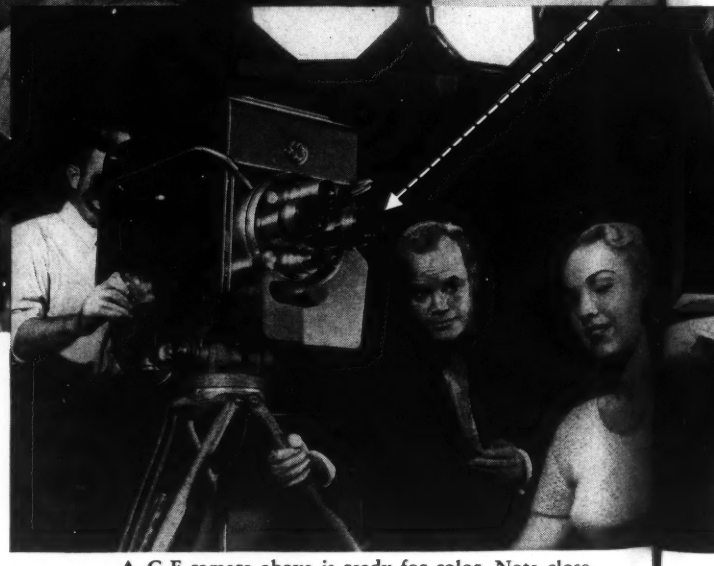
With CBS and top local programming, the accumulative audience of KENS shows first or in photo-finish-for-first place in ALL rated time segments — Pulse of San Antonio, Nov., 1954

Ask FREE & PETERS, Inc. for details.

Additional G-E Cameras prepare you fo

EXPANDED SEASONAL

▲ Cameras above are used with rack-and-console-mounted camera channels designed for fixed studio use. *The same cameras are used in a portable chain.*



▲ G-E camera above is ready for color. Note close similarity in size to the monochrome unit left above.

Have you checked G-E color?

PYRAMID PLAN

FOR COLOR TV

COMPLETE TELEVISION EQUIPMENT FOR VHF and UHF for Black & White plus Color TV

TRANSMITTERS powered from 100 watts to 100 kilowatts.

ANTENNAS to fit every gain and pattern requirement—helical and batwing types.

STUDIO EQUIPMENT for complete audio and video facilities.

PORTABLE EQUIPMENT to handle all remote services.

PROGRAMMING . . .

offer other important advantages!

WITH one or two additional G-E cameras you need not hesitate to expand your "live" programming attuned to spring. New fashion shows, extra sports coverage (be it baseball or racing), special events can help you attract additional advertising revenue. In the studio or on remotes, extra cameras give you the equipment you need to handle this expanded programming.

Consider also these other advantages of spare cameras:

1. They prepare you for any unexpected camera emergency; simply roll out the spare camera.

2. You save on overtime pay for emergency repairs. With extra cameras ready for use, repairs can be made during your regular working hours at regular pay rates.

3. You can enjoy the benefits of a preventive maintenance program—check cameras and service them at regular scheduled intervals, and still keep ample cameras operating for every "live" program. With care like this, your cameras last longer and assure top picture quality year after year.

Let a G-E sales representative check your specific camera needs and suggest a plan of complete camera readiness for your station or network. *General Electric Company, Broadcasting Equipment, Section X245-11, Electronics Park, Syracuse, N.Y.* In Canada, write: *C. G. E. Electronics, 830 Lansdowne Avenue, Toronto.*

Optimum performance per pound of equipment

G-E TV PORTABLE CAMERA CHAIN

There's amazing versatility in this lightweight chain. It answers almost every emergency need on remotes . . . fits easily into your studio layout. Available in from one-to-four camera chains. All units, except the switching and wipe units, are blower ventilated—can operate in high ambient temperatures. Camera, monitor, and circuitry can be modified for color.

- FORCED AIR VENTILATION.
- PRODUCES LAPS, FADES, WIPES, INSERTIONS.
- COMPACT, YET EASILY ACCESSIBLE.
- LIGHTWEIGHT SUITCASE DESIGN.

▲ Depend on the G-E portable camera chain to deliver top picture quality in the studio, or out on remotes. Moving the lightweight units to remotes is a cinch.

◀ Control units of portable chain are easily, quickly mounted on the control equipment desk.

Progress Is Our Most Important Product

GENERAL ELECTRIC

BLANKET COVERAGE OF THE RICH FORT WAYNE TRI-STATE MARKET

WIN-T, your station for complete coverage of the thriving 18-county, tri-state market surrounding Fort Wayne, Indiana. Check these billion dollar market facts and figures:

- POPULATION 722,500
- HOUSEHOLDS 228,600
- CONSUMER SPENDABLE INCOME $1,177,771,000
- TOTAL RETAIL SALES $768,150,000

WIN-T

CBS and ABC for FORT WAYNE and the Tri State area of Indiana, Ohio and Michigan.

Nationally represented by
H-R TELEVISION, INC.

our respects

to HERBERT JOHN YATES

FARSIGHTED Herbert John Yates was the first major motion picture producer to act upon the potentialities of tv. He may also be the first to switch to tv-only production, if his remarks to Republic Pictures stockholders last week (see story, FILM SECTION), bear fruit.

Five years ago the president of Republic Pictures Inc. set up Hollywood Television Service Inc. to engage in tv film distribution. Contrary to the manner in which other major studios have since gone about video, Republic entered tv film production only after the distribution arm was a going concern.

With Earl R. Collins as president, Hollywood Tv started moving ahead in 1951 with a package of 100 westerns and 136 features. Currently in distribution through HTS and its 33 branch offices are 505 features plus 39 half-hours in the *Stories of the Century* series.

Studio City Television Productions Inc., with Morton W. Scott in charge, started functioning only last year. Its one series to date, *Stories of the Century*, received the Academy of Television Arts & Sciences' national "Emmy" award for the best western or adventure series, the only syndicated film package so honored.

Studio City is readying four additional series for fall release by HTS. Two half-hours have been completed in *Behind the Scenes* and scripts are being written for *Adventures of Dr. Fu Manchu*. The latter will undoubtedly also become a transcribed radio series, Mr. Yates reveals.

He was born in Brooklyn on Aug. 24, 1880. At 19, while working his way through Columbia U., he became a sales executive for American Tobacco Co. By the time he was 27, he was assistant to the vice president in charge of sales for Liggett & Myers Tobacco Co.

Retiring from the tobacco industry in 1910, he got interested in motion pictures after financing the late Roscoe (Fatty) Arbuckle and receiving 100% profit plus his investment.

After taking time out to lose $100,000 as a "gentleman farmer," he joined Hedwig Film Laboratories in 1915. The processing of film intrigued him to the point that within two years he felt he had acquired enough knowledge and self confidence to establish his own enterprise, Republic Film Laboratories, New York. Within another year he organized Allied Film Laboratories Assn. and by 1922 he had developed Consolidated Film Industries Inc.

From his vantage point in the laboratory he decided the motion picture industry "was a fascinating business, with plenty of room for brains and intestinal fortitude and eternal hunger for capital to provide expansion and improvement."

Republic Pictures was born in 1935 when Mr. Yates engineered the merger of four independent producers, Liberty, Mascot, Monogram and Select, and took over the Mack Sennett lot in North Hollywood.

Besides Republic's tv film production and distribution subsidiaries, the studio itself has made such facilities as 19 sound stages, underwater tank, western back lot and one of the two finest recording studios in the world, available to independent tv film producers. A major tenant is Revue Productions, MCA's film unit. A further tie-up was recently effected in "the biggest contract of its kind in the history of tv" when MCA-TV acquired tv distribution rights to Republic's package of 67 Roy Rogers and 56 Gene Autry feature films.

Republic grossed $7 million for distribution of features to tv during the past two years. Studio rentals to tv producers brought in over $700,000 last year.

Consolidated Film Industries, from which this activity evolved, is today a division of Republic Pictures with labs in Ft. Lee, N. J., and Hollywood, headed by Douglas T. Yates and Sidney P. Solow, respectively. In 1948 CFI processed the first west coast tv film series, NBC-TV's *Your Showtime*, produced by Marshall Grant-Realm for American Tobacco. Currently, approximately 85% of the labs' business is tv film for such clients as Revue, Desilu Productions, Four Star Productions, Gross-Krasne, Guild Films, Ziv and McCadden Corp. It also processes all of CBS-TV's and about half of NBC-TV's Hollywood films and kinescopes.

Mr. Yates' foresight was again demonstrated in the construction of a new plant with specially designed equipment to handle 16mm film. It was conceived with Mr. Solow in advance of the actual need, but planned for the present emergency which has found many other labs reconverting 35mm space and facilities.

Feature-wise, Republic used to be identified solely with westerns. Gene Autry as the first singing cowboy, followed by Roy Rogers and Rex Allen, contributed greatly to the success of the studio, Mr. Yates says. But, series westerns were "a casualty of tv" and Republic now makes about 20 competitive big budget color features per year.

Cited many times for his continual support of American ideals, he takes particular pride in the National Gold Citizenship Medal which was presented to him in 1951 by the Veterans of Foreign Wars for his feature film, "Red Menace."

Married in 1952 to actress Vera Ralston, the Yates' have a home in Sherman Oaks, Calif., one on Long Island and an apartment in Manhattan. The apparently tireless Mr. Yates plays 18 holes of golf every weekend, but Republic with its subsidiaries is his vocation and avocation.

WATE IS NOW 100,000 WATTS • FULL POWER!

All Eyes Are On Knoxville

POWER MARKET OF THE SOUTH

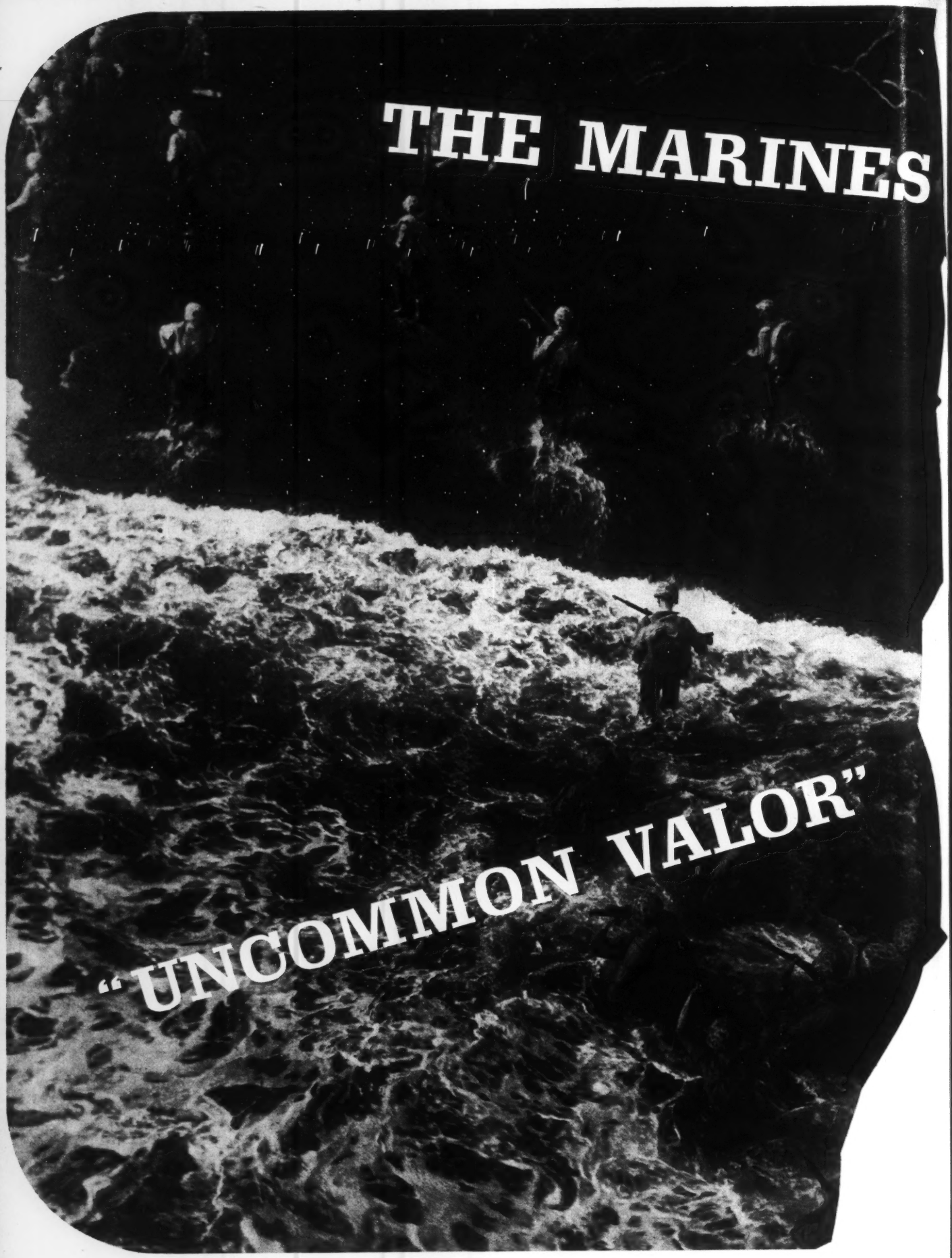
Land of TVA power and Atomic Energy power, Knoxville is fast becoming most famous for the tremendous *buying power* of her people.

Look at the figures: nationally, Knoxville is one of our 60 largest markets ... and is growing rapidly. Within the State of Tennessee and the area, Knoxville ranks first, percentage-wise in: (1) number of married couples living in their own household, (2) largest number of persons per household, (3) lowest median age of population, (4) largest number of industrially employed.

Blanketing this 42-county Knoxville Market is WATE-TV, only VHF station in the area. It's the eyes and ears of sales-minded advertisers who keep consumer buying at record highs. There could be new opportunity here for you. Let us tell you the full story—today!

KNOXVILLE
CHANNEL 6
WATE TV
100,000 WATTS
POWER MARKET OF THE SOUTH

AFFILIATED WITH **NBC** AND **ABC** • NETWORK COLOR
REPRESENTED NATIONALLY BY: **AVERY-KNODEL, INC.**


THE MARINES H
"UNCOMMON VALOR"

HAVE LANDED

...with Uncommon Valor...

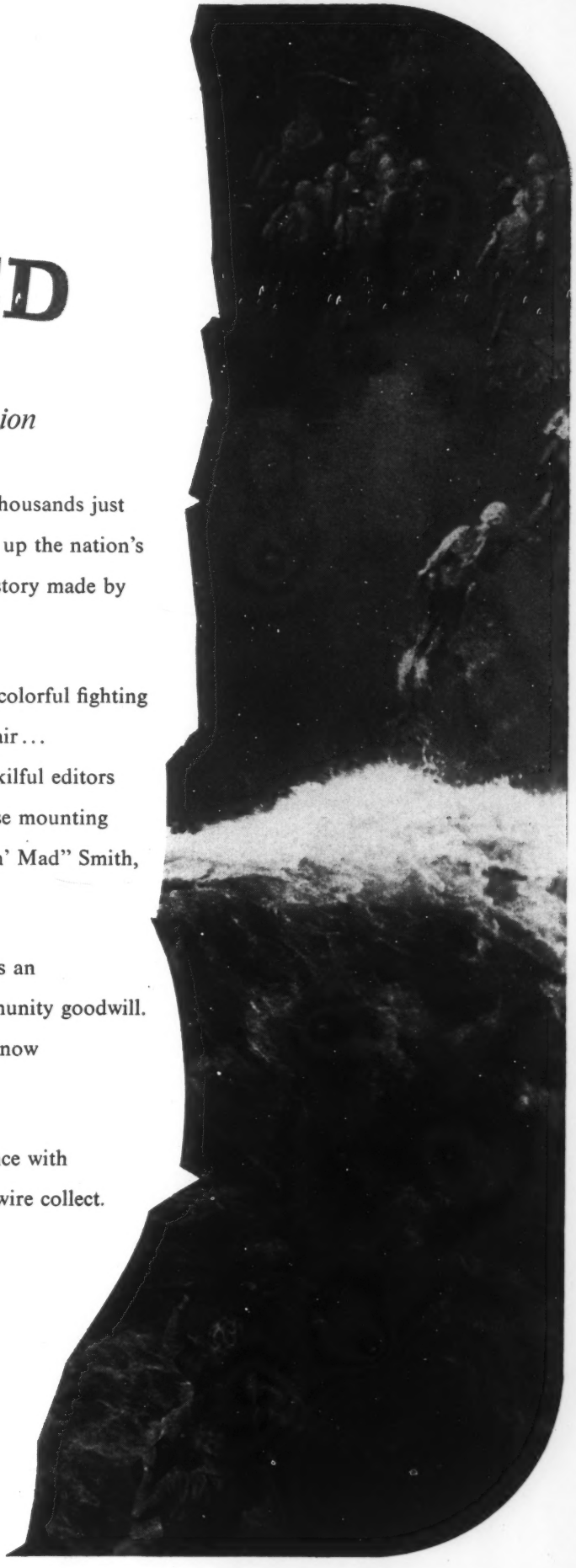
the most powerful new film series in television

The picture that makes these pages come alive is one of thousands just as exciting. In 26 half-hour programs they will soon light up the nation's television screens. And before the eyes of millions, the history made by U.S. Marines will now make history in television.

This is the Leatherneck story. A story of America's most colorful fighting men... of headquarters and foxholes... of land, sea, and air... of unlimited drive to victory. From official film records, skilful editors have created a pageant of action with realism and suspense mounting from beginning to end. Narrator is General H. M. "Howlin' Mad" Smith, one of World War II's great combat leaders.

For both stations and advertisers UNCOMMON VALOR offers an uncommon opportunity to build sales, prestige, and community goodwill. (So popular was a comparable U.S. Navy series that it is now being broadcast in many markets for the fourth time.)

Be the first in your area to attract a regular weekly audience with UNCOMMON VALOR. Write for details today, or better still wire collect.



GENERAL TELERADIO

THE FILM DIVISION OF GENERAL TELERADIO, INC.
1440 BROADWAY, NEW YORK 18, NEW YORK
HOLLYWOOD • CHICAGO • HOUSTON • ATLANTA

to cover the
SAN FRANCISCO
Bay area...

. . . use one of America's **2**
GREAT *independents!*

KYA

The Personality Station
. . . 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6013-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

PAT BROUWER

on all accounts

A TRANSITION from airlines to agencies and the buying of national spot seems to have been bridged with the characteristic charm attributed to Pat Brouwer, timebuyer at Needham, Louis & Brorby Inc., Chicago.

In her present capacity at this steadily-growing agency, with which she has been associated for over two years, Miss Brouwer is assigned to the task forces on such accounts as Campbell Soup Co. (pork and beans, V-8 cocktail vegetable juices), Kraft Foods Co. (Parkay margarine, Kraft oil), Morton Salt Co., Peoples Gas Light & Coke Co., Phenix Foods Co. (salad dressing), Quaker Oats Co. (Ken-L-Ration products) and Wilson & Co. (canned meats, Cremade soap, Jane Wilson products).

Timebuying has been Patricia Brouwer's forte in Chicago agency circles since October 1949 when she joined Grant Advertising Inc. as an assistant timebuyer. In January 1951 she moved over to Young & Rubicam's media department in a similar capacity, remaining until May 1952. She joined the Needham, Louis & Brorby organization in November of the same year.

Nine Years in Oak Park

A native of Minneapolis (Nov. 5, 1925), Miss Brouwer spent most of her early life (nine years) in Oak Park, Ill., a Chicago suburb, until she moved east to Syracuse, N. Y., in her high school sophomore year. She attended Nottingham High there and later Syracuse U. for two years, majoring in business administration. From January 1946 to April 1947 Miss Brouwer worked for American and Northwest airlines, headquartering at one time in Washington, D. C.

Afer a stint with Real Silk hosiery, Pat Brouwer joined WAGE Syracuse as a secretary, being associated with the station (now WHEN) from December 1947 to October 1949.

It was at this point in her career that Pat Brouwer felt the urge to return to the familiar environs of the Midwest. As a result, her next move was to Chicago and a position at Grant Advertising.

In her tenures at Grant and Young & Rubicam, Miss Brouwer worked on a variety of accounts before joining Needham, Louis & Brorby. She is one of two spot timebuyers at the agency now.

Pat Brouwer is an ardent worker by day and an enthusiastic televiewer by evening. She is single and lives with her mother in Evanston, Ill. Her favorite hobbies are swimming and horseback riding.

to cover the
NEW YORK
Metropolitan area...

...**YOU** owe it to your clients to invest in a station with a growing equity!

• D. J. AVERAGES •

Industrials . . . UP
Chemicals
Utilities . . . UP
. . . . . UP
. . . . . UP
Tele . . . UP

...WINS UP 50%*...

**of audience increase Monday—Saturday Jan. 1954—Jan. 1955 based on pulse, N.Y.*

. . . use one of America's **2**
GREAT *independents!*

WINS
1010

50,000 watts...
. . . 24 hours a day

SAN FRANCISCO OFFICE:
Chuck Christianson
Hotel Fairmount
DOuglas 2-2536

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712

ONLY ON WBT Radio

COLOSSUS OF THE CAROLINAS

Sound-est investment

Only on WBT Radio can you associate for your product the massive, traditional selling power of "Grady Cole Time", now in its twenty-sixth year and stronger than ever. Grady gives each of his forty-six current sponsors individualized benefit of his 8.7 average Pulse rating (5:45 to 9 a.m., Monday through Saturday) plus canny commercializing and immense influence with consumers, retailers and wholesalers.

The rarity of availabilities underlines the prudence of regular contacts with your CBS Radio Sales man.

For the **right** start in **Color-TV...**

you need this RCA Test and Measuring Equipment "Package!"

This indispensable package represents a basic "*must*" for a satisfactory color operation—network, film or live. You need it to check your station performance, maintain your broadcasting standards, assure the highest quality.

The various components of this vital "package" are pictured below. Charts at the right show how these units are used with relation to other station equipment as a means of providing complete testing facilities to meet various situations.

RCA engineers—the acknowledged pioneers in the development of compatible color television—have spent years developing this test equipment which takes the guesswork out of color broadcasting. Already, RCA color test equipment is proving itself in nearly 100 stations, assuring compliance with FCC standards of quality.

The "package" represents the minimum requirements for your station. For peak station performance each of these items should be included. In many stations the duplication of certain of the items will be desirable.

For experienced assistance in planning the installation of this equipment to meet your individual requirements, call on your RCA Broadcast Sales Representative. Or write RCA Engineering Products Division, Camden, N. J.

The 6 functions shown here represent the testing facilities required to attain and maintain the highest standards in color operation

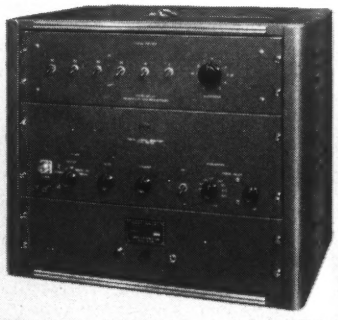
RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION — CAMDEN, N.J.

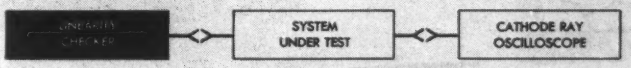
You will need all of these 5 instruments for color test and measurement...

LINEARITY CHECKER
WA-7B

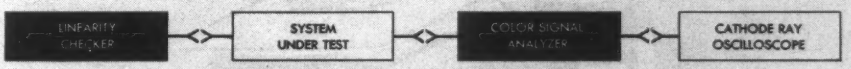


COLOR SIGNAL ANALYZER
WA-6A

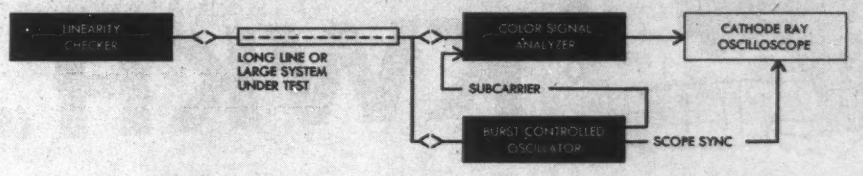
1 Linearity Checker and Oscilloscope test for differential gain.



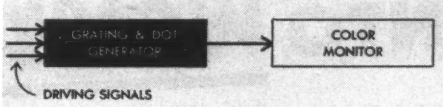
2 Addition of Color Signal Analyzer makes it possible to check differential gain and differential phase.



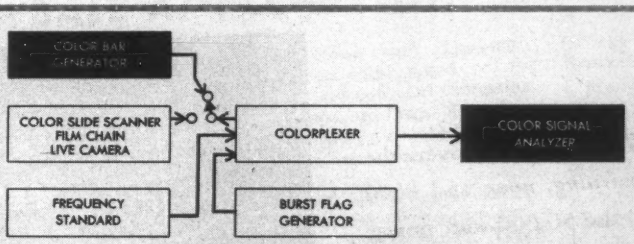
3 Burst-Controlled Oscillator must be added to check differential gain and phase at remote locations where studio sub-carrier is not available.



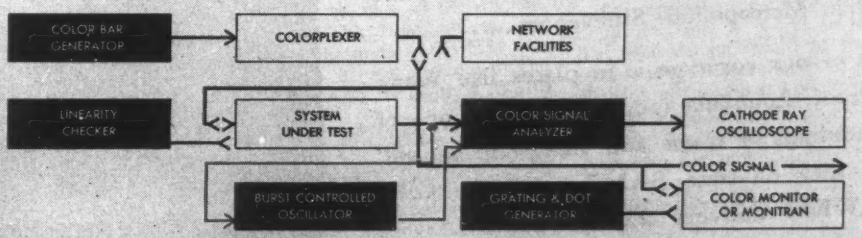
4 Grating and Dot Generator checks convergence and deflection linearity of monitors. Its signal can also be used for checking house monitoring systems.

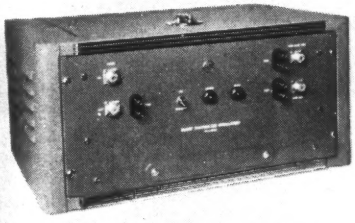


5 The Color Bar Generator shown is used with origination equipment for supplying test signal to system. The Color Bar Generator in conjunction with the Color Signal Analyzer is used for precise alignment of the Colorplexer.



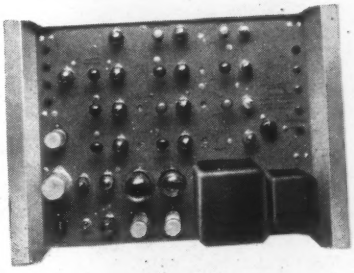
6 Integrated Test Equipment System for color broadcasting. This includes all situations depicted above.





BURST-CONTROLLED OSCILLATOR
WA-4A

GRATING AND DOT GENERATOR
WA-3B



COLOR BAR GENERATOR
WA-1D

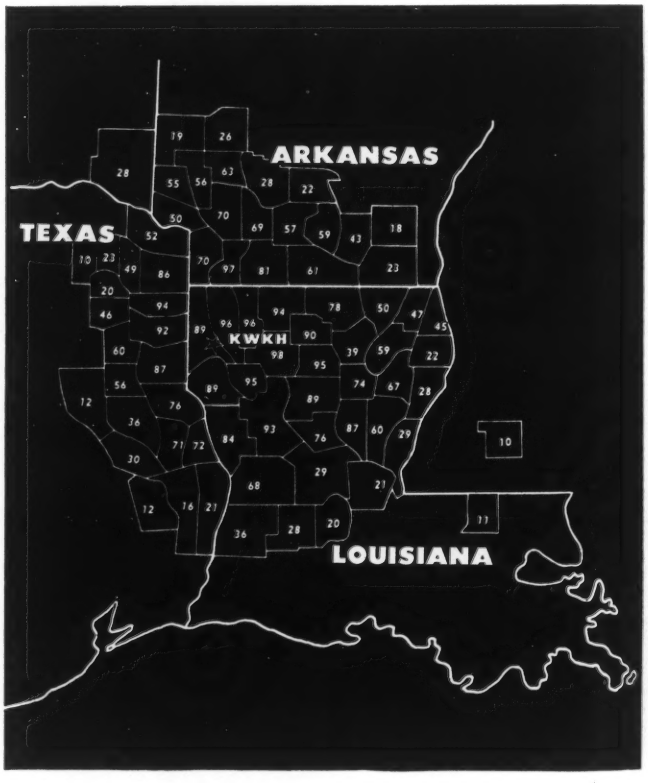
KWKH (SHREVEPORT)

EVEN FLOODS INTO *Water Proof!*

LATEST Hoopers show KWKH favored over the second station . . . *morning, noon* and *night* —up to 104%! Yet, the 50,000-watt power of KWKH gives you tremendously more than Metropolitan Shreveport . . .

Nearly 85% of our coverage is in places like Water Proof, Louisiana (pop. 420) —just one of hundreds of towns and villages in our 80-county daytime SAMS area. Actually, KWKH delivers 22.3% more daytime homes than all six other Shreveport stations *combined!*

Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma, New Mexico and Mississippi not shown on map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

April 11, 1955 Vol. 48, No. 15

SUBSCRIPTION TELEVISION: THE DEBATE GETS HOTTER

COMMENTS SNOWBALL AT FCC—ZENITH CANCELS CBS PROGRAM

CANCELLED CONTRACTS and violent argument developed last week as the fight to change American telecasting by allowing pay-to-see services developed into a major national controversy.

With the deadline for FCC comments just four weeks away, the Commission already has received more public reaction than any tv issue has aroused since the 1950 color hearings.

Principal developments last week were:

• Zenith Radio Corp. charged CBS-TV with censoring its April 3 *Omnibus* commercials promoting subscription tv.

• Accordingly, Zenith said it was cancelling its April 10 sharing of *Omnibus*, last program of the season.

• CBS flatly denied censorship, saying Zenith was trying to deviate from the contract.

• CBS said it would insist on getting paid for the April 10 *Omnibus;* it charged Zenith with "outrageously" inaccurate statements.

• Analysis of comments at FCC showed an approximate split (185 for pay-see, 175 against).

• The total (360 comments) exceeds a normal one-year FCC supply for a single issue; most of the comments take a strong stand one way or the other.

Fiercest exchange of the week was between Joseph S. Wright, Zenith vice president and general counsel, who wrote an indignant letter to Dr. Frank Stanton, CBS Inc. president, and Richard S. Salant, CBS vice president and general executive, who replied to the Wright letter.

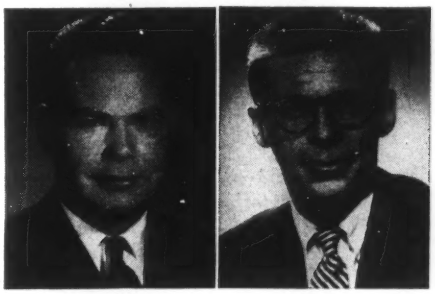
Answering Mr. Wright's charges in connection with refusal to accept a subscription tv commercial on the April 3 *Omnibus,* Mr. Salant explained that Zenith had been advised the copy would be rejected under contract terms limiting commercials to goods and services. He added that CBS policy limits discussion of controversial issues to programs designated for that purpose.

First comments received by the FCC from the public ran 2-to-1 against subscription tv, following the Feb. 10 call for views [B•T, Feb. 14]. After early March, however, the pro-pay forces began to make themselves heard at the FCC—and in quantity.

A review of correspondence sent to the Commission makes two things clear. The more articulate correspondents—and based on the bond note paper and more educated expression, the higher income group—are favorable to pay-tv. The less articulate, writing on ruled, cheaper paper and on postcards, are against subscription tv.

As might be expected, the few broadcasters who already have expressed their views are—with one exception—in favor of pay-tv. These are KSAN-TV San Francisco, ch. 32; KCEB (TV) Tulsa, Okla., ch. 23, now off the air, and, surprisingly, KONA (TV) Honolulu, ch. 11. Lorrin P. Thurston, chairman of KONA, suggested a dual system of subscription tv and free tv for stations. Also in favor is WBBB

LETTER WRITERS



MR. WRIGHT MR. SALANT

CBS maintains Wright is wrong

Burlington, N. C. Only station opposing was KGFF Shawnee, Okla. Both of the last two are am stations.

A couple of Wyoming broadcast employes wrote in asking whether they can apply for Casper ch. 6 for subscription tv. They asked that their letter be kept confidential.

It will be recalled that heavy support for subscription tv came last year from a group of uhf stations, which saw the income from toll-tv as a help in overcoming uhf's financial straits.

Also favorable to pay-tv is a Nevada contingent including Gov. Charles H. Russell, Sen. George W. Malone and Rep. Cliff Young, both Republicans.

Many physicians have written in favoring the pay principle. The Assn. of American Medical Colleges expressed its belief that subscription tv could have serious "potential" value for doctors' training.

Among the advocates of pay tv who have expressed themselves in writing are the president of the Pittsburgh Steelers football team and playwright Philip Dunning.

The opposition correspondents make much of the fact that tv is free to low income families who cannot afford to pay for their entertainment. Also referred to are the plight of shut-ins, pensioners and others on fixed incomes.

Their opposition is sometimes expressed vividly. Words like "violently opposed," "un-American and monopolistic," "criminal scheme from Moscow," and "communistic herring" are expressions that crop up in some of the letters.

Not many theatre owners have written in yet, but the few that have are apparently using a mimeographed form letter, the salient portion of which reads as follows:

"It is the writer's considered opinion that such special interest shows and sporting events, as would normally be presented over this type of service, would find their best outlet in theatres and public places. Such enterprises can best afford, through admission charges, equipment capable of presenting such events in a manner worthy of paid viewing.

"It further seems that home presentation of such programs will tend to syphon off the best of available material from free broadcasts, leaving only such material as to make these broadcasts hardly worth watching.

"It also seems that 'pay-as-you-view' television would tend to encourage monopolistic practices by the organizations owning the coaxial cable network."

One theatreman, however, doesn't seem to share his colleagues views on pay-tv. He asked for information getting FCC-approved franchises for pay-tv. He also offered to come to Washington to help the FCC make up its

mind, based on more than 30 years of theatre ownership and management.

Many letter-writers take broadcasters, networks and advertisers to task for trying to squeeze more income from viewers.

One opposition came from a Frank A. Sause, who signed himself executive vice president of the National Assn. of Tv Advertisers, Glens Falls, N. Y.

In one letter, a Hollywood resident proposed that subscription tv be permitted for stations transmitting 1,000-line pictures. This would give so much more detail than the standard 525 lines, he said, that a lot of people would be glad to pay for it.

Separate Channel

Another proponent qualified his enthusiasm by advocating a "separate channel" for subscription tv, so "we can continue to enjoy sponsored tv."

As the May 9 deadline for comments draws near, it can be assumed that more and more expressions will be received from the viewing public. If they follow the pattern indicated so far, there is going to be a stand off as far as the public's attitude toward this new method of broadcasting is concerned.

Mr. Wright's letter to Dr. Stanton, voicing the Zenith complaint, charged CBS with "arbitrary and unwarranted censorship" and added, ". . . for that reason we refused to participate in the program of April 3, and ask that our name not be used in any way in connection with the forthcoming *Omnibus* program of April 10, 1955." He said Zenith felt the public has a right to be informed about this subject (subscription tv). The letter continued:

"Some months ago you refused to permit an impartial forum discussion of subscription television over your station WBBM-TV in Chicago, and on March 27, 1955, you presented on *Omnibus* a program on subscription television which was unfairly slanted to create an unfavorable reaction on a program which we sponsored and over our objections to same.

"In view of press reports that you intend to oppose subscription television because of its possible effect upon your present competitive position, we protest your refusal to permit a fair presentation of the subject over your facilities, either in a pro-and-con discussion or in our own paid commercial."

Here is the text of Zenith's proposed commercial:

"Have you ever wondered why you never see a first run Hollywood movie or new Broadway play on your home television set? Have you wondered why certain heavyweight championship fights are no longer on home tv?

"The answer is simple!

"Advertising sponsors of the home tv you now enjoy simply cannot pay the price to bring you first run Hollywood movies, Broadway plays, and many other big box office events. But there is a way for you to get this great entertainment in addition to the fine fare you now enjoy on home tv. Subscription television can bring you on the same screen you are now watching programs *not* now available on an advertising-sponsored station. Subscription television has been perfected and is now ready to serve you *all the world's great box office entertainment*. You would have the opportunity, if you chose, to pay a small fee to see these great events without the inconvenience of leaving your home, and at a fraction of the present box office cost.

"Subscription television would supplement the present programming and provide an *extra* and *optional* service which you would use only as you wanted and when you wanted it.

"The Federal Communications Commission in Washington, D. C., wants to find out whether it would be in the public interest to approve subscription television as a supplement to present broadcasting.

"The Commission has asked all interested persons to send them comments on or before May 9, 1955. Are you interested?

"For further information, write Zenith Radio Corporation, Chicago 39, Illinois—who brought you this announcement in the public interest."

Mr. Salant's reply follows:

Dear Joe:

I am replying to your letter of April 4, addressed to Dr. Stanton, and relating to CBS Television's refusal to accept certain controversial advertising copy submitted by Zenith for use in connection with the April 3 broadcast of *Omnibus*. In your letter you have taken a position which I believe to be wholly wrong and you have made some important errors of fact:

1. As you have already been notified by wire from Mr. William H. Hylan, regardless of your non-participation in the April 3 and 10 *Omnibus* broadcasts, we look to you for payments for both broadcasts.

2. You are in error in alleging that our refusal to accept the commercial continuity which was submitted by you for the *Omnibus* program of April 3 was an arbitrary and unwarranted censorship on our part or that it stemmed from our intent to oppose subscription television. The proposed commercial copy which dealt solely with advocacy of subscription television was a violation of the contract between CBS Television and Zenith covering its co-sponsorship of *Omnibus*. Paragraph 2 of the contract explicitly provides:

> "Products or services. The broadcast time period shall be used for the advertising of the following products and/or services of advertisers, and for no other product, service or purpose without prior notice to and approval by CBS Television."

Further, by letter of Oct. 22, 1954, your advertising agency, in placing its order for Zenith's participation in *Omnibus*, expressly stated:

> "It is understood the products which may be advertised during the Zenith portion of the program will include radio and television receivers, phonographs, and hearing aids."

Violates CBS Policy

The proposed copy did not deal with a product at all, hence it was excluded from the contract. Further, as both Dr. Stanton and I personally advised you in another connection on Friday, March 25, it is a fixed policy of CBS not to permit commercials dealing with controversial public issues to be broadcast in the course of an entertainment, news or other program not specifically devoted to discussion of such issues. As we explained to you, this is a uniform policy which we have invoked in a number of instances. We believe that such a policy is distinctly in the public interest and that for many reasons it is highly undesirable to intersperse in the form of commercials a sponsor's views on controversial issues in the course of programs other than those designed for such a purpose. You in no way indicated any disagreement with that policy even though

GRASS ROOTS COMMENTS

HERE are some samples of the type of letters the FCC has been receiving on the question of subscription tv:

Portland, Ore.—Sir: Whats the matter with you birds. Where do you think the average guy is going to get the dough? He won't pay for toll tv. Any blockhead should be able to see its just another sucker-play. The T.V. sponsors and stations are making a mint now getting rich.

Yours disgustedly,

*********.

Millbrae, Calif.—Gentlemen: "Public Asked to Speak Up on 'Pay-TV'," says my morning *Chronicle*.

This is just what I have been wanting to do—speak up for opportunity to have the choicest entertainment in my home. Please put this family on record as HEARTILY FAVORING PAY TV.

I have long followed the efforts of Zenith and others, and wish you would give them a chance to demonstrate.

Considering what many families now pay for entertainment plus the considerable investment in radio and tv in the home, plus regular maintenance expense and monthly power bills, YOU WILL DO SOMETHING FOR THE AMERICAN FAMILY AND THEIR FRIENDS by letting us subscribe to superior entertainment in our homes.

Please do not think of the "great American public"—there isn't any. We are a lot of American minorities in our tastes, educational backgrounds, and ambitions in life. Give us more stations, greater variety of programs, encourage producers to give repetitions of their best shows. We want more OMNIBUS, and NBC TV WORKSHOP productions. This family is willing to pay for the product by direct charge.

Cordially,

*********.

Pittsburgh—Gentlemen: As my friends and I have read in the newspaper that the Television people is trying to get coin boxes in homes to see television—and collect for same, will state that we are not going to have such a system in our homes, as we prefer the nice commercials that go with the programs. And what is wrong in the sponsors selling their merchandise? Many items I saw commercialized on T.V. I purchased as I did not know of them before, nor my friends. In fact, they giving us nice programs induced us to purchase their products —so why now must we consider the slot machines and have collectors pick up coins from our homes for entertainment. If I wish to see some large productions it is wonderfull to dress andgo to the theatre for such entertainment.

So please do not pass such a coin box slot machine idea off on the public—let the theatre people own the larger productions and earn a livelihood too.

We pay enough for a Television set in our homes and wish to enjoy it as we like—notas the money mongers want us to do.

Yours truly,

*********.

now you characterize it as an act of censorship or bad faith.

3. We did not refuse to permit "an impartial forum discussion of subscription television" over WBBM-TV in Chicago. That episode, which occurred in November of last year, was not a result of company policy and was at most a matter of misunderstanding.

4. You are outrageously and knowingly wrong in your statement that "on March 27, 1955 you (CBS) presented on *Omnibus* a program on subscription television which was unfairly slanted to create an unfavorable reaction on a program which we (Zenith) sponsored and over our (Zenith's) objections to same." This matter was fully discussed with you on March 25. We explicitly asked you, after you had seen the proposed copy which had been prepared and provided by the Ford Foundation's Tv-Radio Workshop, producers of *Omnibus,* whether you wanted to take the position that the segment dealing with subscription television should be deleted from *Omnibus.* You took the position that you did not want to ask for its omission. On the contrary, you discussed with me certain changes which you wished to make in the copy to which you objected. In your presence I called Mr. Robert Saudek, director of the Tv-Radio Workshop, and Mr. Saudek agreed to make every one of the changes which you suggested.

You are completely in error when you state that the program "was unfairly slanted to create an unfavorable reaction." The clear facts are that there were two spokesmen in favor of subscription television on this program, one spokesman who could be characterized as a neutral in his comments, and one spokesman, Mr. George Storer, who was opposed to subscription television. The quality of the sound in that portion of the program devoted to Mr. Storer's remarks was inferior and difficult to understand. As a result of this unfortunate operational error, if the program was unfair at all it was unfair to the opponents and not to the proponents of subscription television. In fact, one group opposing subscription television, the Committee Against Pay-As-You-See Television, vigorously and publicly protested that the program was indeed unfair to them.

5. Your charge that we have refused to permit a fair presentation of subscription television over CBS facilities "either in a pro-and-con discussion or in our (Zenith's) own paid commercial" is unjustified. As you must know from detailed reports in the trade press, Dr. Stanton informed Philip F. Harling of the Committee Against Pay-As-You-See Television, in a wire on March 29, 1955, that CBS "proposes on some Sunday shortly after April 10, during the period now occupied by *Omnibus,* to devote a full program period of one-half or an hour to a more comprehensive discussion of the entire issue of subscription television." Our plans for this program are now actively proceeding.

It should be stated for the record that I wholly disagree with your characterization of Zenith's proposed commercial as "a fair presentation" of the issues; any examination of the proposed commercial establishes that it was solely devoted to the pro's of subscription television with no reference to any con's.

Sincerely,
(Signed) Richard S. Salant
(CBS Vice President and General Executive)

COTY SUES REVLON, WEINTRAUB, CBS; CHARGES THEFT OF TV COMMERCIAL COPY

But Hazel Bishop states 'Wake Up Beautiful' copy theme was created for its lipstick, not Coty's nor Revlon's, in 1950.

COTY Inc. cosmetic firm, a tv spot advertiser, has filed a federal civil suit against Revlon Products Corp. (network and spot advertiser), William H. Weintraub & Co. and CBS, charging false representation, copyright infringement and misappropriation of advertising material in its tv commercials.

The action, filed last Thursday in the United States District Court, Southern District of New York, alleges misuse of a trademark, "Wake Up Beautiful," the advertising theme and claims embodied in the current advertising and sales campaign to introduce Coty "24," an "entirely new type" of lipstick.

Norman B. Norman, vice president and account executive on Revlon at the William H. Weintraub agency, told B•T that there was "no truth" in the charges and he denied "each and every one of the allegations."

Julius F. Brauner, secretary of CBS, explained that the network had not been served with the papers and therefore could not make a statement.

A spokesman for Hazel Bishop Inc., one of the largest tv advertisers in the cosmetic field, stated that, although it would not discuss the merits of Coty's lawsuit against Revlon, Hazel Bishop Inc. had advised Coty that Bishop's advertising agency, Raymond Spector, had originated this very campaign idea in 1950 and continued to work on it continuously ever since. The Hazel Bishop spokesman claimed it was strange that the very same caption and much of the copy that appears in the Coty campaign had been prepared by the Spector agency as early as 1951 and 1952. These all included the phrase "wake up in the morning beautiful." The Hazel Bishop spokesman also said it was well known for some time in various circles that Hazel Bishop Inc. intended to promote this benefit which could be achieved by users of Hazel Bishop Long-Lasting Lipstick.

The Coty suit against Revlon charged that, after Coty began its campaign in January of this year, Revlon, aided by the co-defendants, began in March to use the same theme and claims to promote a standard Revlon product for which no new features had previously been claimed.

"Wake Up Beautiful," Coty's companion trademark to "24," has allegedly been misappropriated by Revlon. The complaint characterizes Coty "24" as the longest wearing lipstick offered for sale in the United States and "the only lipstick which forms a thin coloration that becomes bonded to the lips."

"Said lipstick has the unique characteristic that when applied in the evening it may be removed with soap or cream before retiring and permits the user thereof to awaken in the morning with alive color on her lips," the complaint states. It alleges further that Revlon has made false claims for its lipstick, "which is the same lipstick without any change in formula which defendant Revlon has been selling for years and the color of said lipstick will not stay upon the lips for any appreciable length of time after normal removal of the lipstick itself."

Coty officials said tests lasting many months and involving the participation of 6,000 women were conducted to verify the unique characteristics of Coty "24" before the product was introduced.

"Obviously, Coty sustains a heavy loss through competition of this kind," Philip Cortney, Coty president, said. "Of equal importance, however, are the underlying issues which this case poses, and the losses which the entire industry can suffer from them. If practices such as we cite here were to spread very far in the

AT a news conference announcing the June 5 entry into network radio by F. W. Woolworth Co. (dime stores), which will sponsor a new full-hour musical series on CBS Radio, are (l to r) Adrian Murphy, president of CBS Radio; Percy Faith, musical conductor of *The Woolworth Hour;* E. C. Burman, Woolworth Co. advertising director; Rae C. McLaren, Woolworth vice president, and Macdonald Carey, host of the upcoming program.

nation's trade channels, the result would be chaos.

"No industry could hold the confidence and good will of the consumer if the bars of competitive ethics were suddenly lowered to countenance actions which were considered unsound and illegal decades ago. The unwritten, as well as the written, laws of integrity and fair dealing which prevail in an industry are vital to consumer protection. Despite all the safeguards erected by federal regulation, the responsibility for honest representation of a product's properties will forever rest primarily with the manufacturer.

"A major question here, it seems to me, is whether busines will continue to move forward in its bid for public confidence or return to the dark ages of dog-eat-dog competition. We cannot have orderly progress in any industry if innovators and investors can so easily be deprived of the fruits of their enterprise."

Examples of Revlon's alleged misuse of Coty's copyrighted material were filed as exhibits to the complaint, including excerpts from the commercial films on *Danger* and the *Jack Paar Show* on CBS-TV.

Revlon Footsteps Covered

Mr. Cortney said at a news conference, held Thursday morning at New York's Biltmore Hotel to announce the law suit, that originally Coty planned to concentrate in 50 television markets but after a few weeks was forced to appropriate an additional $250,000 to expand to areas where Revlon had entered. He said that Revlon claims of lipstick color lasting overnight were untrue; that the first thing the consumer would discover was that it was not true, and that then Coty had to follow in those areas where the consumer had lost confidence because of Revlon's claims.

Mr. Cortney also said that he tried to avoid a law suit and took three steps to prevent it: (1) that he called Charles Revson, president of Revlon Products, and told him about the copy and Mr. Revson promised to check and call back but never did, (2) that Mr. Cortney informed the Toilet Goods Assn. which wrote to the agency and the sponsor but felt it could not police the industry and (3) that he went to the Better Business Bureau which also drew attention to the matter.

The suit is a civil action. "The amount in controversy, exclusive of interest and costs, exceeds the value of $3,000" the complaint states. In effect, it was said, the suit is not for the monetary value but for injunction purpose.

Spokesmen for Revlon Friday categorically denied all the allegations.

Pulse N. Y. Survey Shows Minorities 62% of Residents

SURVEY conducted in January by Pulse Inc., New York, for the Joseph Jacobs organization, advertising and public relations firm, has revealed that Jewish, Italian, Negro and Puerto Rican residents of New York comprise 62% of the city's total population.

Pulse estimates were based on interviews with 1,585 housewives in the five boroughs of the city. Dr. Sydney Roslow, director of Pulse, said that the findings "underline the need for special advertising and sales approaches to sell each of these markets within America's largest market."

The survey was part of the "Inventory of Food & Drug Products" conducted annually since 1944. The information relating to trends in product usage and brand preference in the food and drug field will be released shortly, Dr. Roslow said.

FASHION EXPERTS PLAN RADIO-TV USE

New York group of designers plans $6 million center fully-equipped for national broadcasting-telecasting of new creations. Seasonal time buys also contemplated.

LEADERS of New York's apparel and fashion industries met last week at the Waldorf-Astoria for a glimpse into radio-tv plans aimed at maintaining the city's leadership in the world of designs and creations.

At the meeting, it was revealed:

• By the middle of 1956, a $6 million, 10-story fashion center will be built at an unspecified location north of New York's garment district and south of the city's new Coliseum now under construction at Columbus Circle. Part of the structure's fifth floor will be devoted to a radio-tv control center, fully-equipped for nationwide broadcasting.

• Once this building is up, the industry will look to nationwide tv timebuying on what is likely to be a seasonal basis.

The latter plan, when it was unveiled at the meeting, reportedly was met with a response indicating that the top garment makers would be willing to enter into such a national project.

The key to tv plans is in the proposed building itself.

The center will be financed through bond issues sold to members of the garment industry in $1,000 to $5,000 units per member. At first, the fashion center will be limited to 3,000 members who represent about 17% of the 17,800 firms allied with the fashion industry in New York.

According to Joseph Love, operator of Joseph Love Inc., New York, maker of children's dresses, and spokesman for the project, $250,000 already has been pledged by his industry.

In the tentative plans for the center, designed by Sydney Goldstone, New York architect, are a facade of limestone, aluminum and glass, and facilities for all members of the fashion industries, including firms dealing in men's, women's and children's clothing and accessories. A 2,000-seat auditorium, lounges, private dining rooms, headquarters for out-of-town press representatives (including radio-tv), a museum of fashion, a fashion library and a Fashion Hall of Fame, are in the plans.

Private Showings

Still other rooms, in addition to the auditorium, will be equipped for private showings, which, according to Mr. Goldstone, could be arranged for radio-tv pickup, channeled through the control center.

According to the building's planners, this "super show case" for New York fashion would contain "all the facilities required to set forth New York fashions in a glamorous manner in order that their style messages may reach all parts of the country as quickly and efficiently as possible."

Mr. Love sees varied uses of the building's radio-tv facilities. In addition to regular timebuying on a seasonal pattern for national showings (assuming that the project's fathers would approve a budget), tie-ups with regular network programs would be sought and other promotional or merchandising plans could be formed.

The idea of the building also is to establish a fashion hookup with conventions being held in the new Coliseum. Regular tie-in programs

Network Feb. Gross 17.5% Over Feb. '54

COMBINED gross time sales of tv and radio networks in February, totaling $41,298,379, gained 17.5% above the February 1954 total, according to Publishers Information Bureau computations.

A slightly less drastic drop was noted in network radio when comparing February with the same month last year, and also last January compared with January 1954. February decline of the four radio networks was 16.7% compared to 18.8% off in January [B•T, March 14].

In tv, the networks combined grossed 35.7% more in February than in the corresponding month last year. Individually, all the tv networks, except one, were up substantially.

NETWORK RADIO

	February 1955	February 1954	Jan.-Feb. 1955	Jan.-Feb. 1954
ABC*	$ 2,335,414	$ 2,494,737	$ 4,822,554	$ 5,325,391
CBS	3,950,767	4,749,512	8,132,072	9,915,686
MBS	1,291,938	1,783,452	2,664,470	3,680,377
NBC	2,584,620	3,176,849	5,328,824	6,568,722
Total	$10,162,739	$12,204,550	$20,947,920	$25,490,176

NETWORK TELEVISION

ABC	$ 3,567,696	$ 2,502,372	$ 7,285,891	$ 5,282,946
CBS	14,694,726	9,965,481	30,525,867	20,678,810
DuM	597,275	1,108,157	1,321,235	2,553,765
NBC	12,275,843	9,368,148	25,465,402	19,485,085
Total	$31,135,540	$22,944,158	$64,598,395	$48,000,606

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$2,487,140	$4,181,305	$1,372,532	$2,744,204	$10,785,181
Feb.	2,335,414	3,950,767	1,291,938	2,584,620	10,162,739
Total	$4,822,554	$8,132,072	$2,664,470	$5,328,824	$20,947,920

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$3,718,195	$15,831,141**	$ 723,960	$13,189,559**	$33,462,855**
Feb.	3,567,696	14,694,726	597,275	12,275,843	31,135,540
Total	$7,285,891	$30,525,867	$1,321,235	$25,465,402	$64,598,395

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by P. I. B. in calculating gross network radio time charges for those nighttime network radio programs where ABC Rate Card No. 6 was in effect.

**Revised as of 4/4/55.

Total January-February gross billings for the network: radio—$20,947,920 in 1955 compared to $25,490,176 in 1954; television—$64,598,395 in 1955 compared to $48,000,606 in 1954. For the first two months comparison, this roughly comes to some $4.5 million down in radio but about $16.4 million up in television.

would be initiated at the center for the women attending the convention—auxiliaries and other women's organizations. Highlights of these shows also could be televised.

At last week's meeting, New York's Mayor Robert Wagner said he had indorsed the idea of a fashion center, and that when plans are set, the city would help by offering technical assistance and, if possible, reduce the cost by purchasing land as it did in the case of the Coliseum.

NEHI SERIES SET FOR 193 STATIONS

Other big buys made last week by Florists' Telegraph, G&D Wines, Wax Paper Merchandising Council, Peerless Corp. and Brioschi.

NEHI Corp. (Royal Crown Cola), Columbus, Ga., will sponsor a quarter-hour tv series on more than 193 stations, one of the largest quarter-hour spot campaigns placed in television and leading several other advertisers in spot and participation buys last week.

MISS BENNY

Other advertisers were Florists' Telegraph Delivery Assn., G & D wines, Brioschi, Wax Paper Merchandising Council and Peerless Corp.

Nehi will sponsor the Ames Brothers in a weekly miniature musical tv series entitled *The Ames Brothers*, starting on varied dates during April, on 193 stations. The show is a quarter-hour musical comedy, produced by Revue Productions. Commercials have been done by Joan Benny, who uses an informal approach, and draws rather freely on mentions of her father, comedian Jack Benny. BBDO, New York, is the agency.

Gambarelli & Davitto (G & D wines), through Honig-Cooper Co., San Francisco, is placing a spot campaign directed toward Italian-American audiences. The spots feature Lido Belli and were produced by Empire Film Production Corp., New York.

Brioschi (anti-acid) effective April 8 started a radio spot announcement campaign using over 80 one-minute spots per week in the New York metropolitan market in an attempt to become a New York-known trade name. It is the advertiser's largest campaign. David J. Mahoney Inc., New York, is agency.

Wax Paper Merchandising Council is spending $50,000 in an advertising test in Philadelphia with approximately $25,000 going into radio and television starting April 18. If successful, the test will be explained. Ruthrauff & Ryan, Chicago, is placing campaign.

Florists' Telegraph Delivery Assn. and Interflora, New York, will expand their all-time-high advertising program using a spot radio and television campaign before Easter and Mother's Day. In addition to spots, the firm through its agency, Grant Adv., New York, has bought participations on *Today, Home and Tonight*, all on NBC-TV.

FTD, an association of 10,000 U. S. and Canadian florists who send flowers by wire, reports that sales are 6.7% above the same period last fiscal year. Interflora, with an additional 8,000 retail florists around the world, reports sales increases of over 20%. Easter, Mother's Day and Christmas are the three biggest floral holidays.

Peerless Corp. (Broil-Quick broiler-rotisseries), through Hicks & Greist, is so satisfied with the sales results achieved through its participations on the Steve Allen *Tonight* show on NBC-TV that it has become the first charter member to renew its contract, Max Steinbook, president, announced last week.

Mr. Steinbook revealed that evidence of Mr. Allen's ability to create consumer demand for a product was found in markets where Broil-Quick was advertised only on the tv show. Consumer demand for the company's appliances in these markets was, at times, higher than in areas supported by other media.

The new contract runs until Dec. 31.

Hallmark Sponsors NBC's New Color Tv Drama Series

HALLMARK CARDS will sponsor the new NBC-TV 90 minute, monthly dramatic series, planned for next season in color, Sylvester L. Weaver Jr., president of NBC, announced last week.

Mr. Weaver said Maurice Evans will star in two of the productions planned and will assemble stage and screen personalities for the others.

Mr. Evans had appeared three times during the past two seasons on Hallmark productions of Shakespearean plays. The new series will include Shakespearean plays and also original works written for it.

After *Peter Pan*'s success, the network advertised that Mr. Evans would produce a series of 90-minute dramatic programs called *Sunday Matinee*. The series will start Oct. 23 with originations from NBC's color studios in Brooklyn and Color City at Burbank, Calif., NBC-TV said.

Hallmark Cards, through Foote, Cone & Belding, will replace its current drama series on NBC-TV (*Hallmark Hall of Fame*, Sundays, 5-5:30 p.m. EST) with the new drama show, which will be seen Sundays, 4-5:30 p.m. EST.

Chevrolet, O'Cedar Splurge In Daytime Radio on ABC

DAYTIME sales at ABC Radio perked up last week when the network announced that the Chevrolet Div. of General Motors Corp., Detroit, and O'Cedar Corp., Chicago, had arranged for special campaigns this month.

The sponsorship by Chevrolet of the Monday, Wednesday and Friday 9:45-10 a.m. EST segments of *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST), starting April 18, was described as the first move by a major automotive manufacturer into daytime radio. Campbell-Ewald Co., Detroit, is the agency for Chevrolet.

O'Cedar's contract, placed through Turner Adv., Chicago, covers sponsorship of 50 daytime news and feature programs, concentrated in a 10-day period, starting this Saturday. The purchase is for the full network of 350 stations.

Campbell to Buy Swanson

PLANS to purchase C. A. Swanson & Sons, Omaha, frozen food company, were announced last week by Campbell Soup Co., Camden, N. J. Terms of an agreement which are now being worked out call for Campbell to acquire all of Swanson's outstanding stock in exchange for Campbell stock. Campbell, which has nine plants in the U. S. and Canada, will also acquire the ten plants where Swanson products are made.

Campbell, until its recent entrance into the frozen-food field, was principally a canned-food manufacturer.

Campbell, a regional and national advertiser, is sponsor of *Dear Phoebe* on NBC-TV and *Lassie* on CBS-TV.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

April 14 (8:30-9:30 p.m.): *Shower of Stars*, "Ethel Merman's Showstoppers," Chrysler Corp. through McCann-Erickson.

April 17 (11-11:15 p.m.): *Sunday News Special*, Norwich Pharmacal Co. through Benton & Bowles.

May 4 (10-11 p.m.): *Best of Broadway*, "Broadway," Westinghouse electric Co. through McCann-Erickson.

May 12 (8:30-9:30 p.m.): *Shower of Stars*, "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV

April 15 (11 a.m.-12 noon): *Home*, insert on fashion, participating.

April 24 (7:30-9 p.m.): *Max Liebman Presents*, Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 2 (8-9:30 p.m.): *Producer's Showcase*, Ford Motor Co. through Kenyon & Eckhardt, RCA through Kenyon & Eckhardt, Al Paul Lefton and Gray Adv. Agency.

May 7 (9-10:30 p.m.): *Max Liebman Presents*, Oldsmobile Div., General Motors through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Marcus Explains Doeskin's Reliance on Network Radio

DURING an NBC closed-circuit broadcast last week to affiliated stations, Ray Marcus, merchandising manager of Doeskin Products Inc., advised network radio to look ahead to the beginning of "great new days." The broadcast was aired in connection with the start of Doeskin's sponsorship of Dr. Norman Vincent Peale Monday through Friday on NBC Radio, 10:05-10:15 a.m. EST.

Doeskin recently switched from daytime television to daytime radio and has increased its 1955 advertising expenditures by more than $100,000 over 1954. Mr. Marcus explained that "we are back in radio because we believe in it. We believe radio sells merchandise despite television and what others may think. And we

believe the way to reach women in the daytime is through radio."

Network personnel were urged by Mr. Marcus to "act and think" as they did before television. Host of the closed-circuit broadcast was Sylvester L. Weaver Jr., president of NBC. Other participants were: Jules Singer, vice president of Grey Adv., and Dr. Peale, pastor of Marble Collegiate Church, New York.

General Foods Elects Hampton Exec. Vice Pres.

GEORGE HAMPTON was elected executive vice president of General Foods Corp., White Plains, N. Y., at a meeting of the board of directors last week. The directors also named the following new vice presidents:

Robert H. Bennett, general manager of the Associated Products Division; Herbert M. Cleaves, general manager of the General Foods Sales Division; Edwin W. Ebel, marketing director; F. J. Otterbein, general manager of the Birds Eye Division; Wesby R. Parker, general manager of the Post Cereals Division, and Roy H. Walters, director of research and development.

Mr. Hampton has been operating vice president of General Foods since 1951 and a director of the corporation since last year. He joined the company in 1925 and held various industrial relations and managerial positions in various divisions before becoming general manager of the Franklin Baker Division in 1946.

Mr. Hampton and the other new vice presidents make their headquarters in White Plains, except Mr. Parker, who is located in Battle Creek, Mich.

Jane Wyman Sought For P & G Tv Series

NEGOTIATIONS are underway between Procter & Gamble Co. and its agency, Compton Adv., New York, and Jane Wyman, Academy Award winning motion picture star, for a tv series to be presented in the fall. The new filmed dramatic show, which will mark Miss Wyman's debut in a regular tv series, will succeed the present *Fireside Theatre* sponsored by P&G for Ivory Soap and Crisco on NBC-TV, Tuesdays, 9-9:30 p.m. The new program, which will star and be produced by Miss Wyman, is expected to be a new and different version of *Fireside Theatre*. Change is part of NBC-TV's move to strengthen its Tuesday night lineup.

Gerber Airs Polio Report On ABC Network Tomorrow

GERBER Baby Food Fund, Fremont, Mich., will present a special documentary broadcast, "Report on Salk Vaccine," giving latest developments in the fight to conquer infantile paralysis, over ABC Radio tomorrow (Tuesday), 2-2:30 p.m. EST. In sponsoring this special public interest broadcast, the fund will omit the commercial portions of the program, confining itself only to the opening and closing sponsorship identifications required by FCC. D'Arcy Adv. is the agency.

For the broadcast, ABC Radio will tape record the entire three-hour news conference on the Salk vaccine to be held tomorrow morning, starting at 10 a.m., at the U. of Michigan, Ann Arbor. Dr. Thomas F. Francis, head of the task force of scientists which has been evaluating the vaccine, will report the finding of the group.

LATEST RATINGS

NIELSEN

Top 10 Television Programs
(Two Weeks Ending March 12)
Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	Peter Pan (NBC)	20,405
2.	I Love Lucy (P & G) (CBS)	17,892
3.	Jackie Gleason Show (CBS)	16,986
4.	Toast of the Town (CBS)	16,130
5.	Disneyland (ABC)	15,772
6.	Dragnet (NBC)	14,658
7.	You Bet Your Life (NBC)	14,468
8.	Jack Benny Show (CBS)	14,399
9.	Bob Hope Show (NBC)	14,398
10.	Buick-Berle Show (NBC)	13,892

Percent of Tv Homes Reached Program Station Basis

Rank	Program	Homes %
1.	Peter Pan (NBC)	66.1
2.	I Love Lucy (P & G) (CBS)	57.4
3.	Jackie Gleason Show (CBS)	54.9
4.	Toast of the Town (CBS)	51.7
5.	Disneyland (ABC)	50.6
6.	Dragnet (NBC)	46.4
7.	Jack Benny Show (CBS)	46.3
8.	Bob Hope Show (NBC)	46.0
9.	You Bet Your Life (NBC)	45.8
10.	Stage Show (CBS)	45.0

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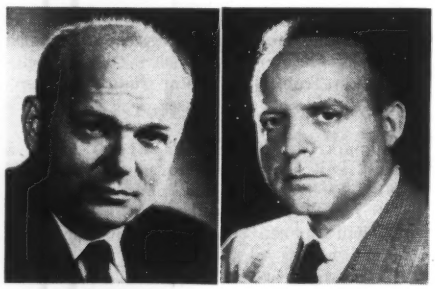
Douglass, Inge Elected Vice Presidents at Bates

JAMES C. DOUGLASS, director of radio and television department of Ted Bates & Co., New York, and Benson Inge, director of public relations for the agency, have been elected vice presidents.

Mr. Douglass joined Ted Bates in 1953 in the newly-created post of director of radio and



MR. DOUGLASS MR. INGE

television after service as vice president in charge of radio and television for Erwin-Wasey & Co. Prior to that he was director of radio and tv activities for Colgate-Palmolive Co.

Mr. Inge, vice president-director of public relations, has been with the agency since 1941. Before that he was with Benton & Bowles and worked as a newspaperman on several New York newspapers.

Food Freezer Plan Firm Indicted for Grand Larceny

GRAND JURY indictments of grand larceny were handed up in Queens County (New York) last week against a food freezer club and five of its officers and salesmen, who were accused of selling $235 freezers for about $700 with the aid of television and radio advertising and telephone solicitation.

The indicted firm was the United Food Club of America, with offices in Brooklyn and Newark. Officers of the company indicted were Samuel Cohen, secretary-treasurer, and Sol Rosen, sales manager.

Assistant District Attorney Frank J. McGlynn voiced the belief that this was the first indictment in Queens growing out of television advertising. He said other food plans are being investigated, but declined to estimate the total amounts of alleged "gouging" involved.

Mr. McGlynn said customers were offered $100 to $125 worth of "free food" with each freezer and were promised they would save 30% on their monthly food bills. He claimed that United Food Club of America had no control over the price or quality of the food, which was supplied by an independent company, and added that in one case, a woman told him the gift food had a retail value of $62.

Creamer, Kudner Copywriter, Dies at 41 in N. Y. Hospital

JOSEPH CREAMER, 41, copywriter for the Kudner Agency, New York, and for many years promotion and research director of Mutual's WOR New York, died last Monday in Medical Arts Hospital in New York after a brief illness. Funeral mass was said at St. Ignatius Loyola Church in New York last Wednesday.

MR. CREAMER

Mr. Creamer was with WOR and, after its formation, WOR-TV, from 1936 to 1952, serving most of that time as director of promotion and research. After leaving the WOR stations he served as an advertising consultant to B•T and other industry clients in 1953-54 prior to joining Kudner on Oct. 1, 1954.

A native New Yorker, he attended Harvard and Columbia U., was a special student at the Grand Central School of Art and the Art Student League, and was graduated in advertising from a correspondence school. He served with BBDO from 1930 to 1933, then joined the staff of the *New York Sun*, from which he moved to the Frank A. Munsey Co., magazine publishers, as publicity and promotion manager.

He was with McCall Corp. as editorial and circulation promotion and publicity director from 1935 until he moved to WOR in 1936.

Mr. Creamer won the Harvard U. Annual Advertising Award in 1938 for excellence in copy, in 1940 for excellence in creative typography and design, and in 1941 for creative excellence.

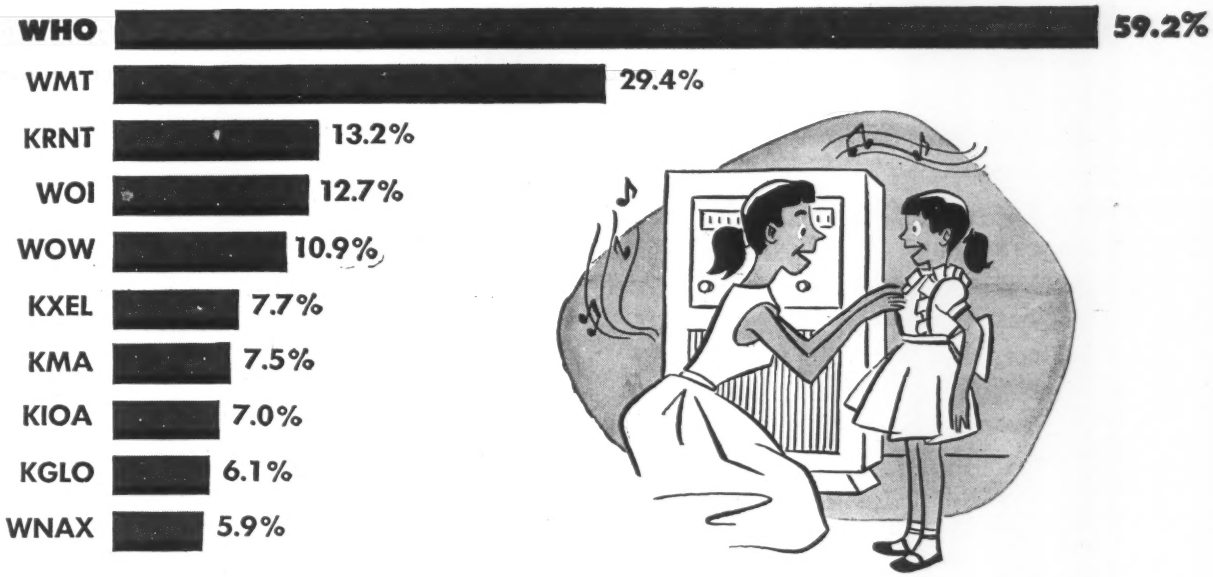
Survivors include his wife, Ruth.

Laundry Foundation Begins $250,000 Tv Campaign

THE PROFESSIONAL Laundry Foundation, Newark, N. J., consisting of 350 professional power laundries in Connecticut, New York, New Jersey, Pennsylvania and Delaware, has announced the appointment of Feigenbaum & Wermen Adv. Agency, Philadelphia, to handle a quarter-million dollar television advertising program.

The campaign, tentatively scheduled to start May 15, will promote the services of the professional laundry and will include tv participations in feature programs on New York and Pennsylvania tv stations. The advertising will be backed up by a merchandising plan available to all participating laundries and by an extensive publicity and promotion campaign.

WHO IS IOWA'S FAVORITE RADIO STATION FOR DAYTIME LISTENING!



The chart is lifted intact from Dr. Forest L. Whan's *1954 Iowa Radio-Television Audience Survey* — the seventeenth annual edition of the Survey which has become recognized everywhere as the *No. 1 authority* on the broadcast audience in Iowa.

Iowa radio listeners' continuing, *overwhelming* preference for WHO is far from a lucky accident. It's the result of *unprecedented investments* in broadcast facilities — in programs and programming — in Public Service and in audience promotion.

Whether or not your advertising needs suggest your use of WHO (or WHO-TV), *if you're advertising in Iowa, you should by all means study the 1954 I.R.T.A. Survey.* Write direct for a copy, or ask Free & Peters.

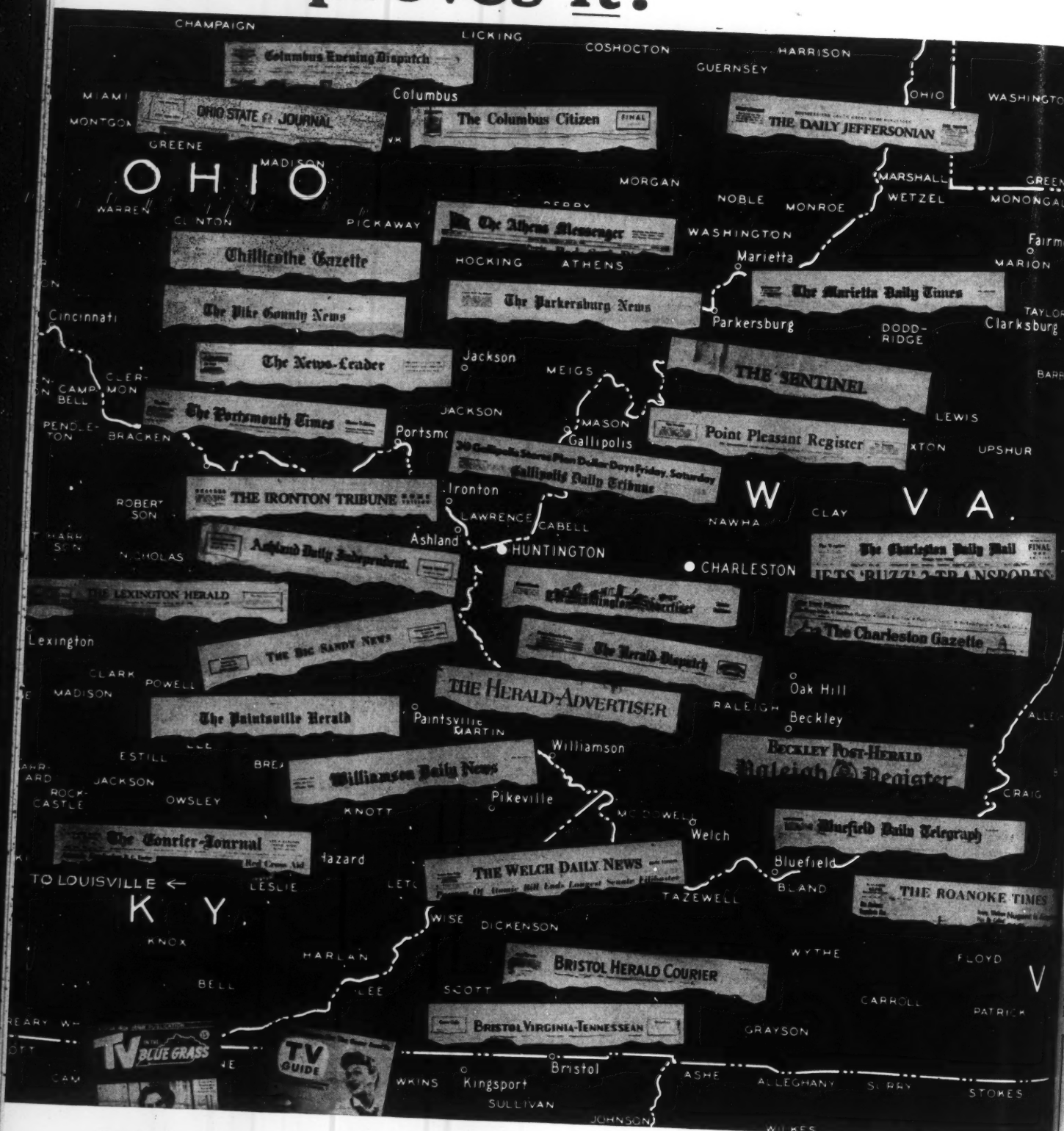
FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
Plus "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

this proves it!



Here is a conclusive combination of two significant things: (1) a map showing our important and prosperous Industrial Heart of America — five states with a built-in buying power that totals close to four billion dollars — and (2) the mastheads of over 30 *daily* newspapers which always carry WSAZ-TV's program logs. They do this because their readers *want* to know what WSAZ-TV is bringing them every day throughout this whole 125-mile sweep. You can't beat the barometer of public demand!

Nor can you beat the selling influence of WSAZ-TV in about half a million TV homes. Words are fine — but solid proof is better. The nearest Katz office has lots of the latter.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated
ABC & Du Mont

WSAZ
TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

NEW BUSINESS

General Baking, N. Y. (Bond bread), planning radio spot announcement campaign in New England and upper New York, starting April 18 for 13 weeks, in about 15 markets. BBDO, N. Y., is agency.

Helene Curtis Industries Inc., Chicago (Suave, shampoo, beauty divs., through Gordon Best Co., Chicago, and Spray Net and Lanolin Discovery, through Earle Ludgin & Co., Chicago), reportedly dropping *Professional Father* on CBS-TV (Sat., 10-10:30 p.m. EST) within next few weeks.

AGENCY SHORTS

Tracy-Locke Co., Dallas, appoints, as research consultants, Dr. Ernest Dichter and Institute for Research in Mass Motivation.

E. Taylor Wertheim Adv. moves to 347 Madison Avenue, New York 17. Telephone number is Murray Hill 4-7545.

Charles Bowes Advertising, L. A., elected to Southern California Adv. Agency Assn.

Mumm, Mullay & Nichols, Cleveland, has opened New York office.

AGENCY APPOINTMENTS

American Chicle Co. (Clorets mints, gum), N. Y., names Ted Bates & Co., N. Y., to handle those products effective April 1, in addition to Beeman's Pepsin & Adams Chiclets which agency has been handling.

Concord Oil Corp., N. Y., names Wexton Co., N. Y., with Allen A. Brinker as account executive.

Lucky Tiger Mfg. Co. (Lucky Tiger 3-Purpose Hair Tonic, Lucky Tiger Magic shampoo), Kansas City, Mo., names Erwin, Wasey & Co., N. Y., effective May 1.

Simoniz Co. (Ivalon sponge), Chicago, appoints Tatham-Laird Inc., same city.

Crosley-Bendix Divs., Avco Mfg. Corp., Cincinnati, appoints Earle Ludgin & Co., Chicago, to handle all "white" appliances (ranges, refrigerators, etc.) effective July 1. Ludgin already handles home laundry line.

Quaker Mfg. Co. (gas and oil space heaters), Chicago, appoints Schwimmer & Scott, same city, with Robert Larson as account executive. Radio-tv will be used.

United Grocers Ltd., S. F., appoints Honig-Cooper Co., same city, effective May 1.

Service Publishing Co. (Social Security planning guides), Pittsburgh, appoints Sykes Adv. Inc., same city.

Easter Praise

NOD of approval on the handling of last year's Easter Parade on New York's Fifth Ave. went to the radio, television and newsreel industries last week from F. W. H. Adams, New York police commissioner. Mr. Adams' letter to assignment editors complemented "the absence of masquerading and commercialism," and said he felt the "reporting was, in all respects, in keeping with the spirit of Easter." In the 1955 Easter coverage, Mr. Adams expressed confidence that "voluntary self-discipline" would again be exercised.

A&A PEOPLE

Kenneth F. Browning, formerly account executive, Grant Adv., Chicago, appointed vice president and general manager, Tracy-Locke Co., New Orleans.

Myles E. Baker, manager, service dept., Lennen & Newell, N. Y., appointed vice president in charge of service.

Walter G. Smith, vice president and director of media planning, Biow-Beirn-Toigo, N. Y., to William Esty Co., same city, as vice president.

Emile Frisard, copywriter, Biow-Beirn-Toigo, N. Y., promoted to copy group head.

James C. Zeder Jr., formerly with McCann-Erickson, N. Y., to Plymouth Div., Chrysler Corp., Detroit, as radio-tv advertising manager.

David Palmer, Morse International, N. Y., to Erwin, Wasey & Co., N. Y., as merchandising director.

Frank McCullough, formerly with Young & Rubicam, N. Y., appointed marketing director, Morey, Humm & Johnstone Inc., same city.

James J. Cullen, former agency owner, to McHugh-Cather Adv. Agency Inc., Beverly Hills, Calif., as account executive.

Frank J. Sharrer, merchandising and copy staff, Young & Rubicam, N. Y., to Beaumont & Hohman Inc., L. A., as account executive.

Robert E. Walsh Jr. to account executive staff, Paris & Peart, N. Y.; **Jane O'Keefe** to agency as test kitchen supervisor.

Donald C. Arries, formerly with Leo Burnett Co., Chicago, to N. W. Ayer & Son, Chicago, in radio-tv department as director and production supervisor.

Eugene B. Shields appointed cooperative advertising manager, Norge Div., Borg-Warner Corp., Chicago.

Justin M. Schuchat, copy supervisor, *St. Louis Post-Dispatch,* to Warner & Todd Inc., St. Louis, in creative capacity and on planboard and campaign advisory committee.

Robert E. Ruther, formerly art director, Royer & Rogers Inc., St. Louis, to Krupnick & Assoc., same city, in same capacity.

Larry Gray, formerly art director, Lang, Fisher & Stashower, Cleveland, and **Dan Gallagher,** freelancer, to McCann-Erickson, Cleveland, as art directors; **Stanley Rogers,** BBDO, Cleveland, to McCann-Erickson copy staff.

Jerry Keefe, formerly manager, WFIL (FM) Chicago, appointed sales promotion director, Autopoint Co. (pencils, office specialities), same city.

Charles P. Flynn, independent Chicago radio-tv program producer, to advertising services dept., Chrysler Corp., Detroit, as tv services supervisor.

Jack Sinnott, timebuyer, Benton & Bowles, N. Y., to Ted Bates & Co., N. Y., in similar capacity, succeeding **Mike James,** resigned to join Edward Petry & Co., N. Y., station representatives.

Joe S. Watkins, formerly with Zimmer, Keller & Calvert, Detroit, to Bonsib Adv. Agency, Ft. Wayne, Ind., in creative and contact capacities.

Roderick A. Mitchell, production supervisor, radio-tv dept., N. W. Ayer & Son, Chicago, to N. Y. office as representative on electric companies advertising program; **Anne Robert** transfers from radio-tv traffic dept. in N. Y. office to dept.'s film production staff.

Radio's Story Goes Touring

JOINT presentation on radio by ABC Radio, CBS Radio, MBS and NBC Radio [B•T, Dec. 8, 1954] will go on tour this week after a well received New York "engagement." Representatives of the networks will travel to Chicago where they will tell nine agencies of the progress radio has made in the last few years.

Agencies which will see the presentation are: BBDO; Leo Burnett Co.; Foote, Cone & Belding; Earle Ludgin & Co.; McCann-Erickson; Needham, Louis & Brorby; Tatham - Laird; J. Walter Thompson Co., and Geoffrey Wade Adv.

Network representatives and their respective affiliations are: Jack Curtis, ABC; Frank Nesbitt, CBS; Henry Poster, MBS, and Howard Gardner, NBC. Radio Advertising Bureau, New York, handled arrangements for the Chicago meetings.

George Thomson, formerly with International Minerals and Chemical Corp., appointed assistant research manager at Waldie & Briggs Inc., Chicago advertising agency.

Guy Cunningham, director of advertising and promotion of Motion Pictures for Television since 1953 and earlier with CBS for 11 years as director of promotion and sales manager of WEEI Boston and director of promotion for CBS Spot Sales, appointed sales promotion director of *Nation's Business* magazine.

Don Hillman, formerly of NBC and Biow-Beirn-Toigo Inc., N. Y., to Benton & Bowles, N. Y., in radio-tv copy department.

George Kavner, public relations director, National Brewing Co., Baltimore, to Benton & Bowles, N. Y., as publicity-promotion representative.

James G. Bennett, president and national sales manager of Commonwealth Home products, N. Y.; **Benson Bieley,** eastern regional sales manager, Lehn & Fink Products Corp., N. Y., and **William G. Grunick,** merchandising dept., Maxon agency, to market development dept., Compton Adv., N. Y.

James P. MacPherson to Warwick & Legler, N. Y.

Helen Ver Standig, vice president, M. Belmont Ver Standig Inc., Washington, elected to board of governors of American Assn. of Adv. Agencies at meeting of Chesapeake chapter and is only fifth woman in 50-year history of 4As to hold such position.

MRS. VER STANDIG

Arthur C. Nielsen, president, A. C. Nielson Co. (market research), Chicago, on trip to Britain and Europe to visit firm's offices in preparation for inauguration of Nielsen Televson Audience Measurement Service in Great Britain and establishment of marketing research services at later date in Switzerland and Eire.

Richard M. Davis, manager of Milwaukee office, Compton Adv., N. Y., appointed chairman, publicity committee, 1955 Milwaukee Community Chest Drive.

Ray Jewell, *Manager, California Prune Advisory Board*
Harold Brogger, *Assistant Manager in charge of Advertising and Promotion, California Prune Advisory Board*
Mildred Wrenn, *Media Manager Botsford, Constantine & Gardner, San Francisco*
Stanley G. Swanberg, *Executive Vice Pres. and Account Representative, Botsford, Constantine & Gardner*
Martin Percival, *San Francisco Division Sales Manager, Radio, NBC Spot Sales*

Candid Photo by Dennis Stock. Taken at California Packing Co. plant, San Rafael, California

Decision-makers who market food products are

Sold on Spot

The California Prune Advisory Board and its agency, Botsford, Constantine & Gardner, are Sold on Spot as a basic advertising medium!

To move an unusually large output of smaller prunes, the California Prune Advisory Board is using Spot Radio exclusively... a saturation advertising schedule in the nation's key markets. This successful Spot Radio campaign:

- delivers effective selling coverage at low cost
- increases consumer demand for prunes
- earns big-league merchandising co-operation by the stations represented by NBC Spot Sales
- wins the acceptance of retail food stores who stock more prunes than ever before

You, too, can profit from these advantages. Whether your sales problem is strong seasonal push or big-volume selling the year

around, Spot Radio and Spot Television should be a basic part of your overall plan.

Ask your agency or an NBC Spot Sales representative to show you how Spot can fit effectively into your campaign... and how the stations represented by NBC Spot Sales can sell for you in eleven major markets, accounting for 45% of the nation's food sales.

More and more advertisers are Sold on Spot, because more customers are Sold on Spot . . .

. . . and some spots are better than others!

Stations Represented by NBC Spot Sales:

RADIO

WRC *Washington, D. C.*
WTAM *Cleveland*
WAVE *Louisville*
KGU *Honolulu, Hawaii*
WRCA *New York*
WMAQ *Chicago*
KNBC *San Francisco*
KSD *St. Louis*
and the **NBC Western Radio Network**

TELEVISION

KPTV *Portland, Ore.*
WAVE-TV *Louisville*
WRGB *Schenectady-Albany-Troy*
KONA-TV *Honolulu, Hawaii*
WRCA-TV *New York*
WNBQ *Chicago*
KRCA *Los Angeles*
KSD-TV *St. Louis*
WRC-TV *Washington, D. C.*
WNBK *Cleveland*

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco Los Angeles
Charlotte Atlanta* Dallas* *Bomar Lowrance Associates*

REPUBLIC DEBATES GOING TV-ONLY

Board of directors' decision expected on whether regular motion picture production should be terminated.

REPUBLIC Pictures Corp. may discontinue production of motion pictures for theatres on a regular basis and concentrate on the production of film programs for television, Herbert J. Yates, president, told stockholders at the company's annual meeting in New York last week. A decision, he said, is expected to be made by the board of directors within 90 days.

A spokesman for the company later told B•T that reports indicating that Republic would not produce theatrical motion pictures at all was inaccurate. He explained that Republic has been producing from 16 to 20 pictures a year on a regular schedule, and said the proposal under consideration would mean that in a given year, the company might produce two or three motion pictures or none at all.

Mr. Yates told stockholders he had notified major theatre chains of the impending move. He said the only way they could prevent it "would be higher rentals and longer play periods for the company's films." He stressed that no final decision has been made.

Bernard Smith, a director of the company, did not favor the "retreat" from making films for theatres. He said that he was not certain whether he was satisfied with Mr. Yates as president, claiming that information given to directors has been meager and that it has been difficult to give an "informed judgment" on the state of company finances.

Republic Pictures already has made available to television 435 feature films, serials and short subjects, a spokesman said.

PARAMOUNT, M-G-M EYEING TV FIELD

PARAMOUNT PICTURES and M-G-M are the latest major motion picture studios reportedly mulling an entry into tv, while Paramount is understood to be conferring with Colgate-Palmolive over the present NBC-TV *Colgate Comedy Hour*. A studio spokesman told B•T that "Paramount won't do anything in tv that doesn't provide a healthy plug for its theatrical feature releases." The assumption is that Paramount might build a tv program around contract stars and film clips.

M-G-M has reached the survey stage with Les Peterson, executive in charge of the studio's radio-tv department contacting west coast tv film producers and network officials. Report of survey results will determine whether M-G-M will form a tv film production unit, cooperate with tv in some other fashion or bypass the medium altogether.

Meanwhile reports persist that Warner Bros. is reaching an agreement with ABC-TV for a weekly hour-long program to be sponsored by General Electric and Liggett & Myers. Twentieth Century-Fox supposedly has a weekly hour-long program deal sewed up with CBS-TV for GE. Additionally it has appointed General Artists Corp. its sales representative for its studio series features, which are now potential video film packages.

NBC Film Div. Holds National Sales Meet

NBC FILM Div. will hold a national sales meeting April 13-15 at the Hotel Warwick, New York, Jake Keever, national sales manager, announced last week. Expected to attend, in addition to the entire sales force, are: Sylvester L. Weaver Jr., NBC president; Robert W. Sarnoff, NBC executive vice president; Carl M. Stanton, network's vice president in charge of the film division, and Ted Sisson, director of NBC Film Div.

The three-day session will include panel and sales discussions. The program covers advertising and promotion, publicity and exploitation, research and other departmental activities directly related to sales.

The meeting also will be concerned with *Steve Donovan, Western Marshall*, the division's newest series now in production in Hollywood, as well as with several other new properties.

AFTER signing an exclusive New York contract for Encyclopaedia Britannica's Film Library subjects, to be shown over WRCA-TV there, Hamilton Shea (seated), NBC vice president in charge of WRCA-AM-TV, looks over footage of one of the films with Steven Krantz (l), WRCA-TV program manager, and Ed Hochhauser, vice president-general manager, Associated Program Service of the Muzak Corp.

78 'Foreign Intrigue' Shows Acquired by Official Films

ACQUISITION by Official Films of the distribution rights to 78 films of the Sheldon Reynolds *Foreign Intrigue* series was announced last week by Harold Hackett, president of Official.

Under an agreement made with William Morris Agency, acting for Mr. Reynolds, Official will syndicate the 39 original films starring Jerome Thor and 39 programs starring James Daly.

Additionally, Official is negotiating for an additional 39 shows of the *Foreign Intrigue* series starring Gerald Mohr, which currently is being carried in some markets by Ballantine.

A company spokesman voiced the view that Official "probably" will complete this transaction by July. Above and beyond this, he said, it is "highly likely" that Official will ob-tain rights to an additional 39 films of the first series starring Jerome Thor, which would give Official 156 programs in all.

"We sincerely feel," Mr. Hackett stated, "this is a 'pre-sold' commodity, not merely in the more than 100 markets where the series will be first-run, but to the great mass of television advertisers as well . . . that a conservative estimate will see sales figures during the next two years of from $2.5-$3 million for the series."

Herb Jaffe, vice president in charge of sales for Official, reported that "within a few days" after the company had obtained syndication rights to the series, it had completed sales of about $200,000.

Guild Films Sales Activity Put Into Single Operation

GUILD FILMS Co., New York, has combined all of its sales activities into a single, integrated operation, it was announced last week by Reeves Kaufman, president. The move was an outgrowth of the acquisition by Guild Films of the distribution rights to the feature film properties of Motion Pictures for Television.

The feature films previously had been handled by a special unit, but under the new operation, all salesmen will handle all properties including syndicated series, feature films, cartoons and film libraries. The sales staff will be under the supervision of Manny Reiner, vice president in charge of sales.

Mr. Kaufman noted that although salesmen will sell all properties, Joseph P. Smith has been assigned responsibility for syndicated films and Erin Ezzes for feature film sales activities. Karl Gericke has been named sales coordinator, and Margery Kerr continues as New York account executive.

Guild Credits 'Looney Tunes' For Monthly Sales Record

SALES by Guild Films in March totaling more than $1 million set a new monthly record for the company, Manny Reiner, vice president in charge of sales, said last week. Mr. Reiner credited a popular demand for the "Looney-Tunes" acquired by Guild in February, for helping push the figure to its record high.

The "Looney-Tunes" are marketed as a cartoon library for unlimited use for a two-year period. Guild Films noted that some stations are selling them as strip program series, others are building across the board shows for national spot advertisers.

Sunset Productions Formed As Warner Tv Subsidiary

LAUNCHING of Sunset Productions as the tv film subsidiary of Warner Bros. with Jack Warner Jr. as production head was announced Friday by Jack L. Warner. Sunset's first project, now in preparation, is *Men of the Sky*, half-hour film series in color covering aviation's role in war and peace.

Deal was closed with Vincent B. Evans, screenwriter, to produce the series under the supervision of Mr. Warner Jr.

Bivas to Tv Commercial Firm

FRANK T. BIVAS, formerly director of the motion picture division, McCann-Erickson, New York, to California Studios, Hollywood, to head up Roland Reed-Gross, Krasne Tv Commercials. Organization, recently formed by Roland Reed Productions and Gross-Krasne Inc. [B•T, March 28], already has contracted for $250,000 in new commercial film business, according to Guy V. Thayer, Reed executive vice president.

"this guy must've been a beginner!"

"I mean it," says John, well-known mixer at that favored haunt of Boston agency folk, the Statler lounge bar. "There he was, sitting behind his Wurzburger, crowing about the spot schedule he'd just made up for Mother Dumple's All-American Piccalilli. And you know what? This character *completely* overlooks two of the *best* spot buys in New England!

"Sure – *you* know and *I* know! WABI for radio and WABI-TV for television. Real super-stuff in Maine's seven most terrific counties with almost half-a-billion retail sales! *Every*body knows they're a 'must'. But not junior-boy! Cripes, he *must*'ve been a beginner or something . . ."

John, of course, might be drawing unfair conclusions. Could be that Mother Dumple's has no distribution in our big Bangor-centered market of 350,000 customers. But, brother, there's no slicker way to get it (and gild up a piccalilli sales chart in the bargain) than by putting these double-barrelled Down Easters to work for you!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

TPA Elects Eells Western Div. V.P.

ELECTION of Bruce Eells as vice president in charge of the Western Div. of Television Programs of America is being announced today (Monday) by Michael M. Sillerman, TPA executive vice president. Mr. Eells, who has been with the company since 1953, was formerly manager of the division.

MR. EELLS

Under Mr. Eells' direction, TPA plans "an extensive expansion in its coast sales and service departments," Mr. Sillerman said.

In 1947 Mr. Eells organized Bruce Eells & Assoc., concerned with developing a new cooperative program syndication plan among 400 U. S. and Canadian stations.

Mr. Eells joined Ziv Television Programs Inc. in 1952 as New England representative, moving to TPA the following year. Before his own business venture Mr. Eells was with the Don Lee Network as an account executive and later became sales manager of KHJ Los Angeles. He also has served as business manager for Young & Rubicam on the West Coast.

FILM SALES

International News Service, N. Y., has sold INS-Telenews daily newsfilm service to WSFA-TV Montgomery, Ala., and WBRZ (TV) Baton Rouge, La. Firm also has sold *This Week in Sports* to: Bethlehem Steel for two additional markets, WOR-TV New York and WNAC-TV Boston; KFDA-TV Amarillo, Tex., under sponsorship of Emmett Davis Buick Co.; Argentine Alpargata Co., Buenos Aires, through J. Walter Thompson Co., N. Y., and to General Tire & Rubber Co. dealers, through D'Arcy Adv., St. Louis, for showing on KOTV (TV) Tulsa, KBES-TV Medford, Ore., KTNT (TV) Tacoma and WMBV (TV) Marinette, Wis., under title *General Sports Time.* INS also has sold Telenews service to NWDR (Nordwestdeutscher Rundfunk) tv network in West Germany.

Ziv Television Programs Inc., N. Y., has signed contract with Societe Suisse de Radiodiffusion for two Ziv film features in two languages. Shows are *Favorite Story,* with German soundtrack, and *Mr. District Attorney,* with French soundtrack. Both series are scheduled to begin May 1 in Switzerland and will be telecast for minimum of 26 weeks over transmitters in Geneva and Zurich.

FILM DISTRIBUTION

Award Television Corp., N. Y., announces first 13 episodes of *The Jimmy Demaret Show* currently being launched on 39 tv stations in U. S. and Canada. Quarter-hour program will total 39 films when completed and features Jimmy Demaret and guests from entertainment and sports fields.

FILM PRODUCTION

Amy Vanderbilt, etiquette authority, has completed new tv film series, *It's Good Taste,* for sponsor, Grennan Cook Book Cakes, to follow earlier series this month on number of stations. Agency: Young & Rubicam, Chicago.

International Television Productions, Houston, Tex., will produce tv film series based on actual cases from files of Texas Rangers and is negotiating to start filming within 60 days in order to have property ready for September or October debut.

Ashley Steiner Agency, N. Y., announces that work on pilot film of *How Now, Brown,* new tv comedy series starring Keenan Wynn, started last week. Series is being written by Bill Manhoff.

RANDOM SHOTS

Howard Grafman, former NBC Radio director, announces formation of his own tv film distribution organization, Howard Grafman & Assoc. Company will be midwest representative for Governor Television Attractions, Major Television Productions, National Television Films, Atlantic Television Corp. and Harry S. Goodman Productions, plus New York Yankees *Game of the Week.* Included among his properties as distributor will be *Strange Adventure,* series of 52 quarter-hour strips which originally appeared on *Fireside Theatre,* it was announced.

GAC-TV, N. Y., subsidiary of **General Artists Corp.,** has been appointed as sales agency for 20th Century-Fox-Tv's first filmed series, *My Friend Flicka,* based on motion picture property. It will be half-hour, 39-episode series.

FILM PEOPLE

Phil Field promoted to vice president, MAC Studios, tv distribution subsidiary, McConkey Artists Corp., Hollywood.

Sidney Barbet, appointed executive director, Buyer's Assoc. Inc., filmbuyer firm for WTVW (TV) Milwaukee.

Mickey Dubin, MCA-TV, N. Y., to Chad Inc., Wilton, Conn., producer of tv and commercial films, as executive director of sales.

Donald E. Tomkins, radio-tv director, Grant Adv., N. Y., to Owen Murphy Productions Inc., N. Y., as general sales manager.

Charles Alsup, in charge of sales, western div., Advertisers' Television Program Service Inc., N. Y., appointed sales manager, syndication div.; **Maurie H. Gresham,** vice president and syndication div. general manager, will head newly-formed separate division, national and retail sales; **Alex H. Horwitz** and **George Turner Jr.** to ATPS as account executives in L. A. and N. Y., respectively.

Melvin L. Hirsch to A. J. Armstrong Co. (commercial financing firm), N. Y., as managing executive in charge of motion picture and tv financing department.

Jerry Franken, formerly sales director, Lester Lewis Assoc. (tv film), N. Y., to Television Programs of America, same city, as publicity director.

Howard H. Henkin, formerly with TelePrompTer Corp., N. Y., appointed eastern sales manager, Walter Schwimmer Co. (formerly Walter Schwimmer Productions), Chicago.

Irving Levine, formerly animator for Jam Handy (program producers), to Medical Film Guild Inc., N. Y., as head of art and film animation dept.

Johnnie Malinowski, cameraman, Medical Film Guild, N. Y., promoted to photography director.

Robert Sloane, 42, ABC-TV *Treasury Men in Action* writer-producer, Prockter Television Enterprises, N. Y., died April 2 of heart attack.

Smith, Kline & French Signs First One-Year TNT Contract

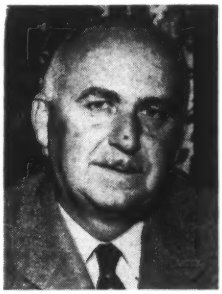
IN A MOVE said to mark the first long-term contract in closed-circuit television, Smith, Kline & French Labs has signed a one-year contract with Theatre Network Television Inc., calling for use of TNT's closed-circuit network facilities for all of the pharmaceutical company's programs.

In announcing the contract last week, Fanshawe Lindsley, TNT Tele-Sessions general manager, said the transaction is "a departure from the single telecast agreement heretofore customary in closed-circuit tv and introduces a new type of relationship between a closed-circuit company and its customer."

The first program under the new contract will be telecast on May 9 to 36 cities in the recently-established TNT Tele-Sessions, 41-city closed-circuit network. This will mark the third time that Smith, Kline & French has used TNT's large-screen closed-circuit facilities. Plans call for additional telecasts during the remainder of this year.

Bartholomew Takes Over Presidency of United Press

FRANK H. BARTHOLOMEW officially became president and general manager of the United Press Wednesday succeeding Hugh Baillie, who has been advanced to chairman of the board. Mr. Bartholomew, first vice president of UP since last August, moved to New York last week from San Francisco where he had been in charge of UP's Pacific area.



MR. BARTHOLOMEW

The election of Mr. Bartholomew, announced last Dec. 10, was effective last Wednesday, the 20th anniversary of his predecessor, Mr. Baillie, in the presidency. Mr. Bartholomew in his new capacity is in charge of UP's world-wide service to newspapers, radio and tv stations.

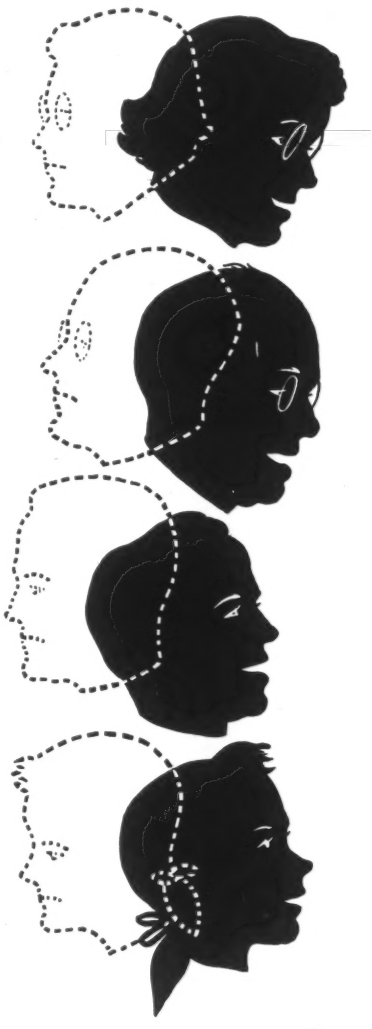
UP Refuses ACLU Request To Rehire Writer Polumbaum

AMERICAN Civil Liberties Union last week urged the United Press to rehire television writer Theodore S. Polumbaum, who had been discharged for refusing to testify fully concerning alleged communist affiliations before the House Un-American Activities Committee in April 1953, but UP refused to consider ACLU's request.

The positions of the ACLU and UP were made known in an exchange of letters between Patrick Murphy Malin, executive director of ACLU, and Earl J. Johnson, UP vice president. In enunciating the ACLU viewpoint, Mr. Malin said that "since there is no evidence Polumbaum ever distorted the news, the UP should have retained him in accord with fair play and constitutional guarantees of free speech." Mr. Johnson asserted that the dismissal was "just and proper because his [Polumbaum's] conduct before the Velde Committee in Washington ended his usefulness in the service and made him a serious liability."

Mr. Polumbaum was discharged because of his refusal to answer House committee ques-

There's a new look to the Scranton-Wilkes-Barre-Hazleton Market



Look at your latest ARB ratings and you'll see a most amazing switch in the great Northeastern Pennsylvania area. You'll see how overwhelmingly the lead has shifted to WGBI-TV.

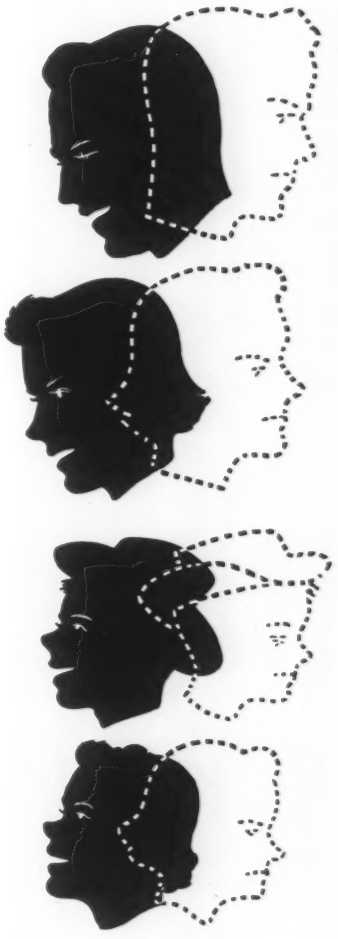
- WGBI-TV presents the highest rated show in the entire market.
- WGBI-TV is first in total quarter hours of viewing 9 A.M. to sign off.
- WGBI-TV is ahead of the second station during this same period by 43 quarter hours (while on the air) and leads all of the remaining stations *combined*.
- WGBI-TV carries five out of the top 10 shows and also has the highest rated local newscast and late film theatre.

In any category WGBI-TV's leadership is impressive.

If you want to sell in Northeastern Pennsylvania, you had better be on

WGBI-TV

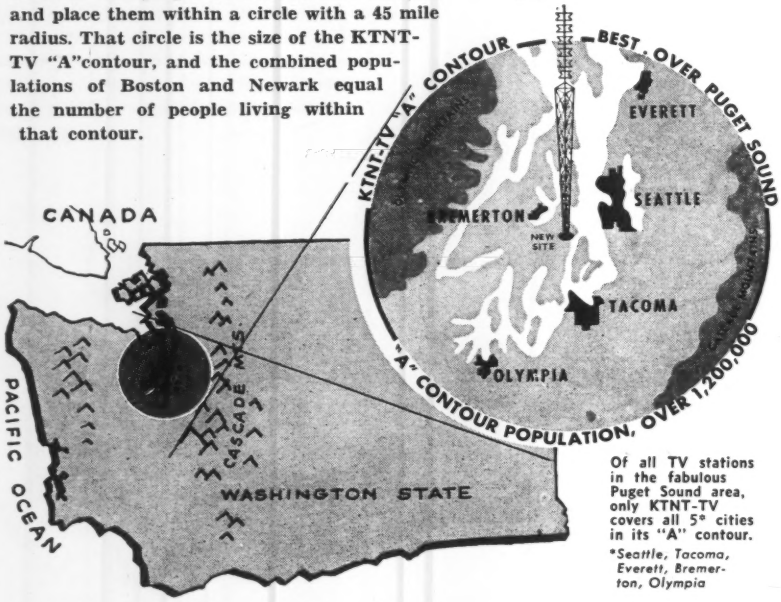
Dominating the Scranton-Wilkes-Barre-Hazleton market. And soon to be the *Highest Powered Station on the CBS Network* with 1 million watts.



Represented exclusively by BLAIR TV

. . . you say ? BOSTON and NEWARK are in WASHINGTON STATE?

WELL, NOT EXACTLY . . . but suppose you take all the people of Boston and Newark and place them within a circle with a 45 mile radius. That circle is the size of the KTNT-TV "A"contour, and the combined populations of Boston and Newark equal the number of people living within that contour.



Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all 5* cities in its "A" contour.

*Seattle, Tacoma, Everett, Bremerton, Olympia

Due to terrain, climate and geographic peculiarities, the population distribution of Washington State is very spotty. And the biggest "spot" . . . the greatest concentration of population . . . is located in the Puget Sound Area. The transmitting tower of KTNT-TV is right in the center of this population concentration. Within the boundaries of KTNT-TV's "A" contour are over 1,200,000 progressive people . . . having average incomes above the national average. And that's not all. Another 800,000 people, just as prosperous, live within good-signal distance outside the "A" contour.

Buy television where the people are . . . Buy KTNT-TV.

KTNT TV CBS

CHANNEL ELEVEN

316,000 WATTS

Antenna Height
1000 FT. ABOVE SEA LEVEL

CBS Television for Puget Sound

Represented Nationally by Weed Television

KTNT-TV, TACOMA 5, WASHINGTON

"The Word Gets Around... Buy Puget Sound"

tions concerning alleged communist affiliation while a student at Yale U. In his application form filed with UP, Mr. Johnson said, Mr. Polumbaum had denied membership in the Communist Party. ACLU said he told the committee that he would be willing to tell his employer about his personal political activities.

Mr. Johnson said he personally directed the firing of Mr. Polumbaum because the writer "did what no United Press employe should have done: he cast himself in the role of a conspicuous figure in a public controversy." He said Mr. Polumbaum's refusal to answer questions "endangered UP's goodwill among its newspaper and broadcasting subscribers who depend on the UP's impartiality and reliability as a news-gathering organization."

International News Service Promotes Reed, Allerup

TWO PROMOTIONS at International News Service, New York, were announced last week by Seymour Berkson, general manager.

Philip G. Reed, managing editor, was appointed assistant general manager, a newly-created position. Mr. Reed has been with the organization since 1935 when he joined INS as a member of the Chicago staff. He later was moved to Washington, where he served

MR. REED MR. ALLERUP

as assistant to the day editor and later night editor. After covering World War II as a war correspondent in the Pacific, he returned to INS as night editor in New York and in 1947 was named managing editor.

He will be replaced by Paul R. Allerup, who has been associate managing editor. Mr. Allerup joined INS in 1934 and since then has served in bureaus in Cincinnati, Columbus, Pittsburgh and Chicago. During World War II, he was with the U. S. Army in Europe. Mr. Allerup was named night editor in New York in 1947, day editor in 1948, general news editor in 1949 and has been associate managing editor since 1952.

Brown Theatrical Agency Appoints Elkins, Others

HILLARD ELKINS, formerly head of the dramatic tv department of William Morris Agency, New York, has joined Henry C. Brown Inc., New York, theatrical agency, as vice president in charge of the newly-formed dramatic department. In his new affiliation, Mr. Elkins will supervise activities on both talent and production levels.

In addition to Mr. Elkins appointment, Alix Gordin, who was previously in charge of casting for *Studio One* and other CBS-TV productions, has joined the Brown firm as casting director for legitimate and dramatic talent. Mr. Elkins will be assisted by George Platt, formerly assistant to the head of tv films and properties department at William Morris.

Arthur Black, advertising manager of Fed-

KCMC-TV COVERS THE ARK-LA-TEX

WHY?

The Only Maximum Power
Between Memphis & Dallas

WITH WHAT?

200 Monthly Hours of
Network Commercial Programs

TO WHOM?

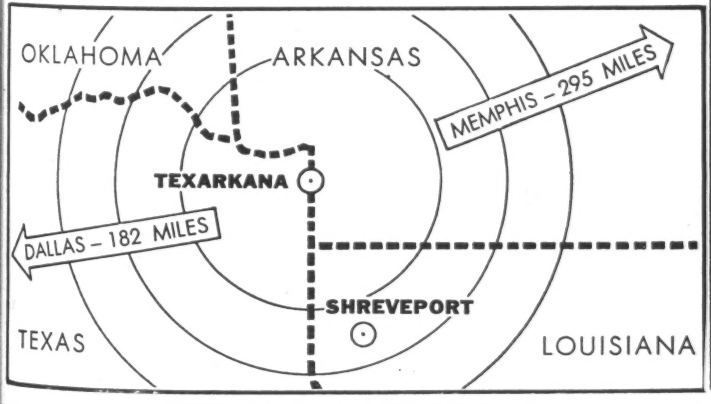
*112,440 TV Homes in 31
Counties of 4 States

COMPLETE COVERAGE
FROM THE HUB
OF A BILLION-DOLLAR
AREA MARKET

*TELEVISION MAGAZINE—MARCH 1, 1955

MAXIMUM POWER

100,000 WATTS—CHANNEL 6
CBS—ABC—DuMONT



KCMC-TV

TEXARKANA, TEXAS-ARKANSAS

Represented by

VENARD, RINTOUL & McCONNELL, Inc.

WALTER M. WINDSOR, GENERAL MANAGER

198,061 love letters from the land where TV means "T'aint Visible"*

BIG AGGIE LAND

Well, not exactly love letters, but the next best thing. You see, during 1954 WNAX-570 received a whopping total of 198,061 pieces of mail — 141,870 of which were *specifically addressed to local commercial programs.* That is positive proof of active listener response!

This mail came from all over Big Aggie Land, and beyond. A total of 439 counties in 8 states responded including the Big Aggie States of Iowa, Nebraska, the Dakotas and Minnesota — plus Wisconsin, Montana and Wyoming. Not audited by counties, but included, was mail from Illinois, Kansas and Missouri as well as 3 provinces in Canada.

Such an overwhelming testimonial of affection makes the WNAX-570 talent team and program director blush with joy. They know the 660,950 rural and medium-to-small town families in Big Aggie Land have definite ideas about radio entertainment. And these batches of mail tell them they are giving the listeners what they want.

Translated into advertising importance, that means WNAX-570 gives national advertisers what they want, too. Programs people like and listen to — popular shows that sell. Your Katz man will line you up.

* TV Penetration National—69% Big Aggie Land—98%
Radio Penetration in Big Aggie Land —37%

WNAX-570
Yankton, South Dakota
A Cowles Station. Don D. Sullivan, Advertising Director. Under the same management as KVTV Channel 9, Sioux City — Iowa's 2nd largest market. CBS Radio

eral Manufacturing & Engineering Corp., has been appointed head of Brown's promotion department.

Beverly Chase, former assistant to the director of program writing at CBS, has been put in charge of commercial casting and talent. The agency's industrial film department will be headed by Jean Thomas, who before joining Brown, was head of continuity acceptance in the West Coast office of ABC-TV.

Lee Adams, formerly assistant to the head of the tv commercial planning department, Biow Co. (now Biow-Beirn-Toigo), will serve as special assistant to Mr. Brown. New offices at 46 E. 53d St. have also been acquired, Mr. Brown said.

Fremantle Grosses $750,000

GROSS of over $750,000 in sales of radio and tv properties in international markets during the 1954-1955 fiscal year, ended Feb. 27, has been reported by Fremantle Overseas Radio & Tv Inc., New York. Fremantle now has four tv shows and 24 radio programs per week on the air in 22 countries. Tv accounted for 60% of the year's dollar volume, the report indicated.

Fremantle also has 12 imported radio shows running in the U. S., the report stated. Five of the imported shows are in English, the balance are in Spanish.

RCA Victor Record Sales Up

SALES of all RCA Victor records affected by the price reduction announced the first of the year rose 30% in the first three months of 1955 compared to the preceding quarter, Emanuel Sacks, vice president and general manager of the RCA Victor Record division, said last week.

Mr. Sacks said the sales rise was particularly significant because the period followed the pre-Christmas months when generally the highest volume quarter of the year is registered.

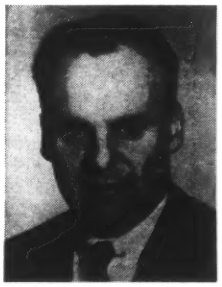
Salk Serum Results on C-C

RESULTS of the Salk serum treatment in combatting infantile paralysis will be reported tomorrow (Tues.) via closed-circuit tv by Dr. William Francis of the U. of Michigan, it was announced last week by Morris Mayers, general manager of closed-circuit operations for the DuMont Television Network.

Points of origination are at the U. of Michigan in the laboratory of the Eli Lilly Co., Indianapolis, and in the studios of WABD (TV) New York. Audiences in 59 cities in the U. S. and five cities in Canada will see the telecast—described as the most extensive closed circuit ever set up for the medical profession—Mr. Mayers said.

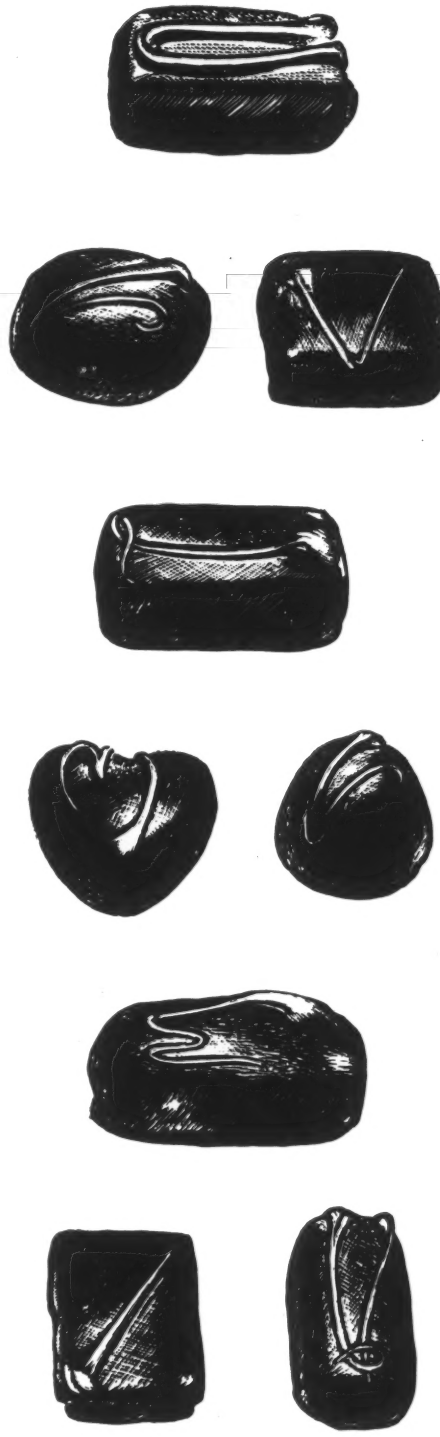
PROGRAM SERVICE PEOPLE

John A. Thayer Jr., formerly with DuMont Tv as account executive, appointed to newly-created post, sales manager, Gotham Recording Corp., N. Y.



MR. THAYER

James Turnbull appointed midwest district manager, Columbia Records, Bridgeport, Conn., succeeding **Joseph Broderick,** named sales manager of Roskin Distributors, newly appointed Columbia distributor for Hartford (Conn.) area.



each one is different

Coconut cream or chewy center . . the marks atop quality chocolates can tell you at a glance how each differs from the others. Not so easy is discerning the vital differences that make quality television stations outstanding, each in its own character of community service.

Recognizing these differences (and interpreting their merits to national advertisers) is the major part of quality representation. It demands a caliber of skill individually shaped to each station's needs — and the kind of full-time, *exclusive* attention to television that attracts quality TV stations such as those listed here.

It's a distinguished group, each one different except in their common appreciation of what quality representation means. If you share their standards, you may want to know more about ours.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

the *only* representative devoted *only* to television

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

EISENHOWER TO ADDRESS NARTB SESSION

May 24 appearance will be first 'in person' for a President. Record equipment-service exposition in prospect.

NARTB's convention planners promised at week-end that two major precedents would be set at the May 22-26 session in Washington—the first personal appearance of a President of the U. S. at a broadcaster's meeting and the largest equipment-service exposition in association history.

Acceptance of an invitation by President Eisenhower led to some juggling of convention plans. The President will greet broadcasters at 11:30 a.m., Tuesday, May 24, immediately after presentation of the 1955 Keynote Award to Mark Ethridge, WHAS-AM-TV Louisville vice president.

The convention schedule had been left flexible to permit a Presidential luncheon address. The White House decision to have the President greet broadcasters rather than deliver a formal address led to belief he will talk informally on radio and tv rather than national or international topics. The President is known to be keenly aware of the impact of radio-tv broadcasts. He is the first President to permit radio-tv pickups of a Cabinet meeting and news conferences.

Another feature of the program on May 24, designated Government Day, will be a luncheon address by FCC Chairman George C. McConnaughey. Also on the program will be Catherine Esther Styles, of Southwest High School in Minneapolis, an international exchange student from New Zealand, who was one of the four Voice of Democracy contest winners.

The Tuesday session will be opened by the Rev. Clayton T. Griswold, executive director, Dept. of Radio & Television, Presbyterian Church, U.S.A.

Panel Session Set

An afternoon panel session will feature members of the FCC and a talk by Chairman Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee. NARTB also has invited Chairman Warren Magnuson (D-Wash.) of the Senate Commerce Committee to address broadcasters.

Concluding event Tuesday will be the annual engineering reception, with the Engineering Conference opening Wednesday.

C. E. Arney Jr., NARTB secretary-treasurer and convention manager, said the equipment and service exposition will be the largest in association history.

A special projects exhibit will be introduced this year, with 46 public service organizations having accepted the offer of free exhibit space. The Advertising Council and NARTB are cooperating in this exhibit, which will show the part radio and tv are taking in enlisting support for non-commercial and non-partisan public service campaigns.

The list of exhibitors leasing space this year includes these associate members:

Equipment Manufacturers:

Adler Communications Labs; Alford Mfg.; Altec Lansing Corp.; Amperex Electronic; Product Enginering Div., Ampex Corp.; Andrew Corp.; Berlant Assoc.; Blaw-Knox Co.; Caterpillar Tractor Co.; Century Lighting; CONRAC; Continental Electronics Mfg. Co.; Crouse-Hinds Co.; Dage Electric Div. of Thompson Products; Allen B. DuMont Labs; Electro-Voice Inc.; Elgin Metalformers; General Communications; Commercial Equipment Dept., General Electric General Precision Lab; Gray Research & Development Co.; Harwald Co.; Houston-Fearless Corp.; Hughey & Phillips; Time Div., International Business Machines Corp.; Kay Lab; Kliegl Bros.; Universal Electric Stage Lighting Co.; Machlett Labs; Musicolor; Nems-Clarke; High Frequency Cable Dept., Phelps Dodge Copper Products Corp.; Philco Corp.; Prodelin; Broadcast Marketing Div., RCA Victor Div.; Raytheon Mfg. Co.; Rust Industrial Co.; Broadcast Equipment Div., Sarkes Tarzian Inc.; Paul Schafer Custom Engineering; Standard Electronics Corp.; Telechrome Sales; TelePrompTer Corp.; Tel-Instrument Co.; Tower Construction Co.; Long Lines Dept., AT&T.

Film Companies:

ABC Film Syndication; CBS Television Film Sales; Flamingo Films; General Teleradio; Guild Films Co.; Hollywood Television Service; M & A Alexander Productions; MCA-TV Ltd.; Minot Tv; NBC Film Div.; National Telefilm Assoc.; Official Films; Screen Gems; Sterling Television Co.; Television Programs of America; Unity Television Corp.; Ziv Television Programs.

Transcription Companies:

A-V Tape Libraries; Harry S. Goodman Productions; Lang-Worth Feature Programs; RCA Recorded Program Services, RCA Victor Div.; SESAC; Standard Radio Trans. Services; World Broadcasting System; Frederic W. Ziv Co.

News Services, Service Organizations, Research, etc.:

Associated Press; Television Dept., International News Service; Bonded Tv Film Service; Keystone Broadcasting System; Standard Rate & Data Service; Vitapix Corp.

Station Representatives:

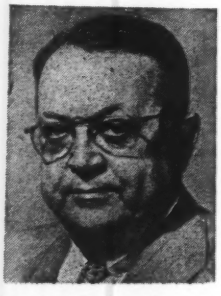
John Blair & Co.; Headley-Reed Co.; George P. Hollingbery Co.; Robert Meeker Assoc.; Meeker Tv; Edward Petry & Co.; Weed & Co.; Weed Television Corp.

The Special Projects Exhibitors are:

American Cancer Society; American Diabetes Assn.; American Hearing Society; American Heart Assn.; American National Red Cross; Arthritis & Rheumatism Foundation; Big Brothers of America; Boys' Clubs of America; Camp Fire Girls; CARE; Common Council for American Unity; Community Chests & Councils of America; Dept. of Defense; Engineering Manpower Commission; Federal Civil Defense Adm.; 4-H Clubs; Forest Fire Prevention; Girl Scouts of the U. S. A.; Ground Observer Corps; Joint Committee on Educational Television; National Assn. for Mental Health; National Citizens Commission for the Public Schools; National Citizens Committee for Educational Television; National Education Assn.; National Foundation for Infantile Paralysis; National Guard; National League for Nursing; National Safety Council; National Society for Crippled Children & Adults; National Society for the Prevention of Blindness; National Tuberculosis Assn.; President's Committee on Employment of the Physically Handicapped; Religion in America Life; Star Spangled Banner Flag House Assn.; United Cerebral Palsy; United Negro College Fund; United Service Organizations; U. S. Air Force; U. S. Army; U. S. Coast Guard; U. S. Information Agency; U. S. Marine Corps; U. S. Navy; U. S. Savings Bonds Division, Treasury Dept.; YWCA.

Ohio Assn. of Broadcasters Elects H. E. Evans President

HERBERT E. EVANS, vice president-general manager, Peoples Broadcasting Corp., Columbus, was elected president of Ohio Assn. of Radio & Television Broadcasters in a mail runoff election held after a series of tie votes at the OARTB March 17-18 meeting.



MR. EVANS

Elected vice presidents were Paul Braden, WPFB Middletown, for radio, and J. L. Bowden, WKBN-TV Youngstown, for television. Two new directors were elected for a three-year term: William Steis, WJER Dover, for radio, and Allan Land, WHIZ-TV Zanesville, for tv. Carlton S. Dargusch Jr., Columbus, was elected secretary-treasurer.

Hellman to Direct TvB Sales Promotion

APPOINTMENT of Gordon A. Hellman, director of CBS-TV network sales presentations, as director of sales promotion for Television Bureau of Advertising, effective May 2, is being announced today (Monday) by Oliver Treyz, TvB president.

MR. HELLMAN

"With TvB's operational phase now in full swing," Mr. Treyz said, "the post of director of sales promotion assumes key importance in helping achieve the bureau's objective, which is to secure for television a greater share of advertisers' appropriations. Mr. Hellman comes to TvB from CBS Television where for the past four years he has served as director of sales presentations."

Community Broadcasters Assn. Plans Lunch at NARTB Meet

CLASS IV (local) stations have been invited by Community Broadcasters Assn. to hold the organization's first annual meeting, Monday, May 23, during the NARTB convention in Washington. Membership chairmen will be named in each state and a membership program is planned prior to convention time.

The station group is planning a petition to the FCC asking 1 kw fulltime with engineering and legal work to show their economic problems caused by crowding of the spectrum. A dutch treat lunch will be held at the Shoreham Hotel, followed by a business meeting. F. E. Lackey, WHOP Hopkinsville, Ky., is Community's acting chairman.

District directors have been elected as follows: Harold H. Meyer, WPOR Portland, Me.; John R. Henzel, WHDL Olean, N. Y.; Frank R. Smith, WBVP Beaver Falls, Pa.; Earl M. Key, WKEY Covington, Va.; John W. Jacobs, WDUN Gainsville, Ga.; W. M. McKinney, KELD El Dorado, Ark.; Mr. Lackey; Robert T. Mason, WMRN Marion, Ohio; Merrill Lindsay, WSOY Decatur, Ill.; Ben B. Sanders, KICD Spencer, Iowa; John Alexander, KODY North Platte, Neb.; David Morris, KNUZ Houston; Ken Nybo, KBMY Billings, Mont.; Lee Little, KTUC Tucson, Ariz.; Lee Bishop, KORE Eugene, Ore.

Amazing how many Boston families take WEEI to their hearts. Amazing *and* a matter of fact.* For WEEI is welcomed by more different families than any other radio station (network or local) heard in the entire metropolitan Boston area.

And that goes for the morning period, the afternoon period, the nighttime period, total day and total week! Just look at the figures for WEEI's total week lead. WEEI reaches 88.6% (virtually 9 out of 10) of *all* radio homes in the area . . . and is the only radio station reaching more than 800,000 families (60,800 more than the nearest competitor)!

Amazing indeed. Must be our magnetic personalities. For information about any of them (note sampler below), call CBS Radio Spot Sales or WEEI . . . the most listened-to radio station in Boston.

Look who's who in Boston!

**Long established fact . . . but this is the latest from the new Cumulative Pulse Audience report on metropolitan Boston area listening (Pulse CPA 12/54, released March 7, 1955).*

NBC RADIO TELLS PLANS FOR 'MONITOR,' ITS 40-HOUR WEEKEND PROGRAM SERVICE

Network executives foresee new program format as attracting new advertisers and new listeners to radio on Saturdays and Sundays.

NBC last week officially revealed the insides of its plans for *Monitor,* the sweeping 40-hour weekend program which it envisions as a new type of national service to lure new listeners and new advertisers to network radio [B•T, April 4].

To start June 12 with a Sunday afternoon hour-long simulcast, the program—NBC prefers the word "service"—will offer a stream of information and entertainment material from 8 a.m. Saturdays until midnight Sundays. Matching the flexibility of the programming, a sales plan encompassing one-minute, half-minute, and six-second announcements will be employed on the series.

Although the programming and sales essentials of *Monitor* had been reported earlier, further details were unwrapped by NBC President Sylvester L. (Pat) Weaver Jr., Executive Vice President Robert W. Sarnoff and *Monitor* Executive Producer James Fleming at a news luncheon in New York Thursday.

They voiced confidence that NBC affiliates would clear time for the plan, although not necessarily in whole. President Weaver noted that the stations, including those owned by NBC, have certain advertiser commitments of their own which they could hardly be expected to yield in order to take corresponding portions of *Monitor.* But the conviction as expressed by Station Relations Vice President Harry Bannister was that all affiliates would carry the program in whole or in part, and that "eventually they will carry most of it."

Mr. Sarnoff emphasized that "our immediate interest" is in option time, but that "we hope they'll add more and more."

It was learned, meanwhile, that NBC's present thinking in terms of financial success was based wholly on option time. Reminded that in connection with NBC-TV's *Today* program the original estimate was that the show would need to be 40% sold in order to become profitable, one official said the percentage on *Monitor* would be considerably higher. With *Monitor* 14 hours of option time are involved: on Saturdays from 10 a.m. to 12 noon, from 3 to 6 p.m., and from 7:30 to 10:30 p.m., and on Sundays from 3 to 6 p.m. and from 7 to 10 p.m.

No Expansion Planned

There was no indication the network plans to extend the *Monitor* concept to the rest of the week. Mr. Weaver noted that, although plans on this point were necessarily not that far advanced, if *Monitor* pays off as well as NBC hopes, then similar programming may be adapted for insertion in certain hours here and there during weekdays.

Authorities declined to estimate the production costs of *Monitor,* except to say it would exceed the total for the network's present sustaining programs plus those of the o & o stations. But the total cost to advertisers was delineated as follows:

- Minute announcements will cost $1,000 each.
- Half-minute announcements, to be sold in minimum packages of four per weekend, will cost $3,000 for the four.
- Six-second billboards, or "posters," to be sold in a minimum batch of 10 per weekend, will cost $3,000 for the minimum package.

These are figures for announcements falling between 8 a.m. and midnight. Those falling between midnight and 8 a.m. are at half this rate. These also are gross prices, subject to weekly frequency discounts varying up to 10% for 10 or more minutes of announcements per weekend, and annual frequency discounts ranging up to 20% for 250 or more announcements per year.

Additionally, up to Oct. 1, there will be a special Introductory Dividend Plan in lieu of discounts. This means an advertiser ordering and scheduling at least 20 minutes of announcements (in any combination) before Oct. 1 will receive, instead of discounts, 10 minutes of announcements which will also be scheduled before Oct. 1. "Dividend" announcements will be in the same form as, and proportionate to, those in the qualifying purchase.

Positions Flexible

Authorities said it was expected that at first advertisers would be able to position their participations within a given half-hour, but that as more and more announcements are sold the sales will of necessity become more and more a run-of-schedule arrangement.

From the affiliates' standpoint, it was learned, compensation for commercials sold in *Monitor* will be substantially that used in the case of participations in NBC Radio's present "Three Plan"—approximately at the rate of one-twelfth of the station's daytime hourly rate for those in the 8 a.m.-to-midnight period, and one-half that rate for those in the midnight-8 a.m. segment.

Each hour of *Monitor* will include, the network said, the following for station sale: two one-minute availabilities not subject to network recapture; plus provision for a five-minute local cut-in, scheduled on the half-hour; plus a station break every half-hour. For network sale there will be nine minutes of commercial time.

Orders for network participations in option time periods, NBC said, must include the full network; on all other periods they must include the full available network: "NBC will quote prices only for such networks, and will not quote any station-by-station prices."

The broad-scoped material envisioned for *Monitor* will originate from a new, $150,000 "push-button listening post on the world," to be designated NBC Radio Central, now under construction in the RCA Building in New York. Material will range from "one line jokes to 20-minute special pickups"—presided over at NBC Radio Central by "communicators" (not yet selected) who will work in four-hour time blocks and be backed in each case by a team consisting of a name disc jockey, an experienced newscaster, a sports editor, and writers and program development specialists. The backbone will be news, sports, time signals, weather, local and special features.

NBC said a "typical hour" on the weekend service might include the following (throughout the program there will be regular "forward-indexing" of highlights to be presented during the rest of the day):

"The first segment of a trip through Paris with *Monitor's* roving European correspondent. (Succeeding segments would be positioned throughout the rest of the day.)

"A dramatic highlight from a current hit Broadway play or movie.

"Live or taped appearances by people at the top of the news that weekend.

"Comedy of all types, including live and pre-recorded routines by stars from all fields of show business; jokes and stories.

"A *Monitor* exclusive—which might be a dive with the atomic-powered submarine, the Nautilus; firing a rocket at White Sands, or visiting Birdland, New York's Mecca of jazz.

"A behind-the-scenes visit with a top star of Broadway or Hollywood.

"Plus, of course, *Monitor's* basic news, time, weather, sports and local features."

President Weaver, explaining why NBC is convinced *Monitor* will work, said, "You'll never get a 20 rating in radio again," but that the new weekend arrangement was conceived with the plan of bringing old and new advertisers into radio by giving them 50-60% cumulative audiences. With 50-60-70% of the homes, on a cumulative basis, "we'll be back in business," he assured.

But he said he did not expect *Monitor* to take audience away from television. Rather, he said, NBC hopes that *Monitor* will increase NBC's share of the existing radio audience—to get increasing tune-in from other stations and to attract people who are neither listening nor watching. But he made plain that its programming will not be "secondary listening" material calculated to reach those who primarily are doing something else but listening to the radio at the same time. It will be both a national medium and a mass medium, he said.

It also, he asserted, will promote features in other media—outstanding articles in magazines, for example, thereby perhaps advancing the sales of those magazines.

Overall, he continued, it will be a departure from the fixed formats that radio has generally followed up to now; the time devoted to any given segment will be determined by what seems the correct amount of time needed for that segment: "the content will determine the form, instead of having the form determine the content."

NBC Radio Appoints Meade 'Monitor' Project Director

EVERARD MEADE, former vice president and radio-tv director of Young & Rubicam, has been retained by NBC on a temporary basis to coordinate the various phases of NBC Radio's new weekend, 40-hour *Monitor* program [B•T, April 4] (also see story on this page).

MR. MEADE

He already has assumed his new duties, it was learned last week, with the title of project officer of *Monitor.*

Mr. Meade retired from Y & R in 1953 and has since been living at Charlottesville, Va., where he has been lecturing in the Graduate School of Business Administration at the U. of Virginia.

CBS-TV Liberalizes EMP Discount Plan

REVISION in the discount structure of CBS-TV's Extended Market Plan [B•T, Nov. 29, 1954] was announced last week by Terrence McGuirk, EMP sales manager, as part of a move to make the plan more attractive to advertisers.

Under the new discount structure of the plan,

Is This "COVERAGE"?

YOU'RE HALF NAKED IN NEBRASKA COVERAGE
IF YOU DON'T REACH LINCOLN-LAND—

42 rich counties with a population of 642,250 — 207,050 families. *KOLN-TV reaches over 125,000 families unduplicated by any other station!*

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Lancaster from Philadelphia.

AM – TV – FM

The Felzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

which was established to extend tv network service to small market stations, an advertiser using 20 and more stations earns a discount of 15%. The old plan provided for a 10% discount—the only one—for using the full list.

Mr. McGuirk said the revised schedule makes the small market station even more attractive as a supplementary coverage purchase and is flexible in application. The new table, he said, sets up the following discounts: less than five stations, no discount; five to nine stations, 5%; 10 to 14 stations, 7½%; 15 to 19 stations, 10%, and 20 and more stations, 15%.

Since the introduction of EMP last January, Mr. McGuirk reported, 30 advertisers have signed contracts under the plan.

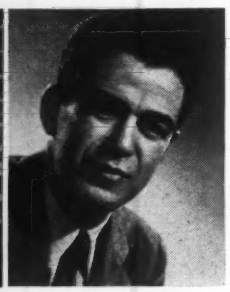
CBS-TV Promotes Oppenheim, Foster

AS PART of a departmental reorganization at CBS-TV New York, Charles Oppenheim, director of press information, last week was named director of information services for the network.

Mr. Oppenheim will be responsible for the direction and planning of informational services and for the coordination of press activities in New York and Hollywood.

Michael Foster, publicity manager, was appointed manager of press relations. He will be in charge of press contacts both in the metropolitan area and out of town.

MR. OPPENHEIM



MR. FOSTER

Hank Warner, operations manager, will continue to direct the program publicity staff and be responsible for press releases.

Plans to add a separate unit which will concentrate exclusively on special program projects also are being considered.

Elliott Named Adv. Dir. Of MBS-Teleradio Film

APPOINTMENT of Robert Elliott as director of advertising for Mutual Broadcasting System and the Film Div. of General Teleradio Inc. was announced last week by Robert A. Schmid, vice president of MBS and General Teleradio. Mr. Elliott fills the post vacated by the death of James S. Tyler [B•T, Oct. 25, 1954].

MR. ELLIOTT

Mr. Schmid also announced that Arnold Roston, art director of Mutual, has assumed additional responsibilities as associate director of advertising and promotion.

Mr. Elliott has been a copy supervisor at Ruthrauff & Ryan, New York and promotion copy chief of CBS Radio and CBS-TV.

AT ABC's two-day meeting of top officials of the company's nine owned radio and television stations in New York last Monday and Tuesday were (l to r):

Seated: Jasen Rabinovitz, assistant controller; Harold L. Morgan Jr., vice president and controller; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, and Robert E. Kintner, president, ABC.

Standing, first row: Ted Oberfelder, vice president and general manager, WABC-TV New York; Harold Christian, vice president for WXYZ Detroit; Michael A. Renault, general manager, WABC New York; James H. Connolly, vice president in charge of San Francisco office; James Riddell, president and general manager of WXYZ-AM-TV.

Standing, second row; Simon B. Siegel, treasurer, AB-PT; Donald Coyle, director of research; David Sacks, sales manager, KGO-AM-TV San Francisco; John Pival, vice president for WXYZ-TV; Trevor Adams, sales manager, WABC-TV New York, and Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC.

Last row: Ardien B. Rodner, program manager, WABC-TV New York; Elton Rule, sales manager, KABC-TV Los Angeles; Frank Marx, vice president in charge of engineering; Charles W. Godwin, director of ABC Radio network station relations, and John S. Hansen, manager, KABC Los Angeles.

Also attending the sessions which discussed station improvement methods were Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago; Matthew Vieracker, treasurer, ABC Central Div., and Selig Seligman, general manager, KABC-TV Los Angeles.

NBC Names Children's Program Review Board

ESTABLISHMENT of a three-member Children's Program Review Committee by NBC was revealed by Joseph V. Heffernan, network financial vice president, during testimony before the Senate Juvenile Delinquency Subcommittee holding hearings in Washington (see story page 79).

MRS. HORTON

Chairman of the new group, set up to maintain "high" standards in NBC programs, is Mrs. Mildred McAffee Horton, a vice president of the National Council of the Churches of Christ in the U. S. A., NBC director and formerly president of Wellesley College and wartime head of the WAVES.

Other members are Dr. Frances Horwich, known for her NBC-TV program *Ding Dong School* and as an educator, and Dr. Robert Goldenson, assistant professor of psychology at Hunter College.

Mr. Heffernan simultaneously disclosed the appointment of Dr. Horwich to the newly-established position, supervisor of children's programs.

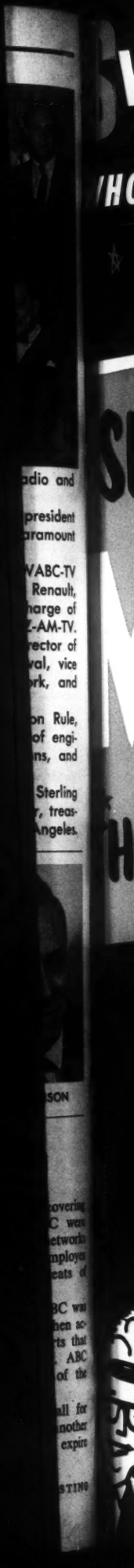
DR. HORWICH DR. GOLDENSON

NBC, ABC NABET APPROVE PACTS

AGREEMENTS on new contracts covering technical employes at NBC and ABC were reached last week in New York by the networks and the National Assn. of Broadcast Employes & Technicians, ending persistent threats of a strike [B•T, March 28].

The acceptance of the contract at NBC was in jeopardy until Thursday afternoon when accord was reached in the face of reports that a strike would begin at 2 p.m. EST. ABC employes earlier had voted approval of the pact.

It was reported the contract will call for an immediate 8% wage boost, with another 2% increase in 18 months. The contracts expire Feb. 1, 1958.



Sweet music for tv $ponsors

WHO WANT TO CAPTURE THE HEART OF AMERICA

SELL 'EM WITH MUSIC

THE MUSIC THEY LOVE

SELL 'EM WITH STARS

THE STARS THEY KNOW

sell 'em with...

A BRAND NEW TV SHOW...WITH A G

Stars of the GRAND

the brightest star-powered half-hour

WITH THE STARS AND MUSIC A

WEBB PIERCE

ERNEST TUBB

and...

more than 125 WSM country music stars

pull back curtain for the full story

MUSIC ☆ GAIETY ☆ SONGS ☆

A GRAND OLD HISTORY OF SUCCESS!

OLE OPRY

ar variety show ever filmed for television

C ALL AMERICA KNOWS AND LOVES

MINNIE PEARL

CARL SMITH

loaded with big-time
SHOWMANSHIP...
and down-to-earth
SALESMANSHIP!

A Flamingo Films presentation

DANCING ☆ FUN FOR ALL THE FAMILY

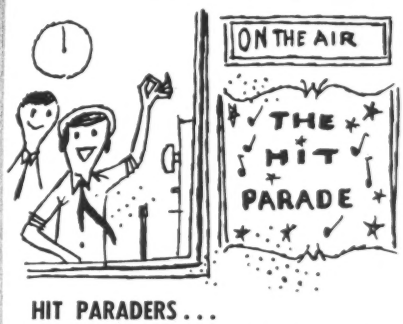
B

S

BACKED BY A 29 YEAR RECORD OF SUCCESS... *A PROVED WINNER...*

sure to get audiences...sure to make sales!

A READY-MADE AUDIENCE...
More than ten million people hear WSM's "Grand Ole Opry" every Saturday night on the NBC network.



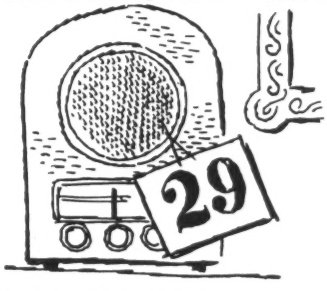
HIT PARADERS...
Half the tunes on the Hit Parade for the past two years have been country music. Songs like Jambalaya, This Ole House, Your Cheatin' Heart, etc.

BIG CITY APPEAL...
On personal appearances last year, Stars of the Grand Ole Opry toured more than 85 cities . . . and broke records in New York, Philadelphia, Los Angeles, Chicago, Detroit, Cleveland, San Francisco, St. Louis, etc.

HUNDRED MILLION DOLLAR INDUSTRY...
Last year country music sold 30 million records, 2 million copies of sheet music...and packed theaters and auditoriums from coast to coast.

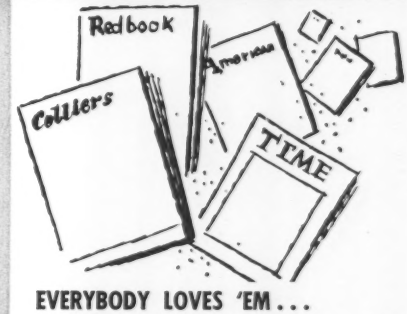
DISK JOCKEYS IN THE ACT...
There are today more than 2000 disk jockeys who specialize in playing country music records.

OUT-SELL CROSBY AND SINATRA...
Almost 20% of all records sold in this country are by Opry stars. Nation's Business wrote, "many of the stars sell more records than Crosby or Sinatra."



LONGEST SPONSORED RADIO SHOW...
The Grand Ole Opry has been continuously sponsored on the NBC network for more than 29 years, the last 15 years for the same sponsor.

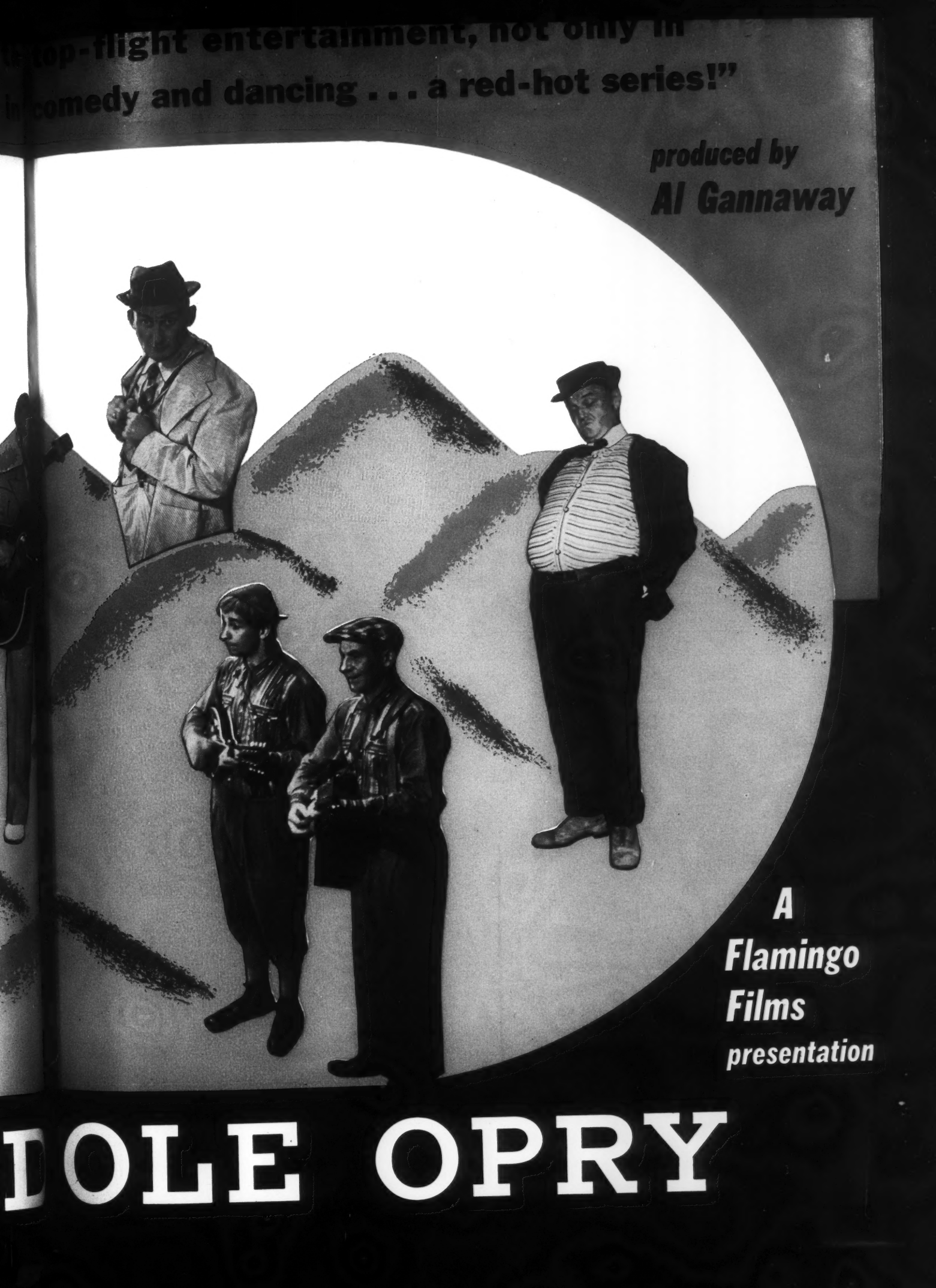
BUSINESS BOOM...
"Worried about inventories? Or dull sales? Refresh yourself with a gander at...the Grand Ole Opry," the Wall Street Journal advised.



EVERYBODY LOVES 'EM...
In Opry's recent scrap books are twenty-six cover stories and major pieces in such national magazines as Colliers, Newsweek, Time, Good Housekeeping, American, Red Book, etc.

Produced with the cooperation of WSM in Nashville

VARIETY SAYS:
"bursting
music, but
Stars of the
GRAND


top-flight entertainment, not only in
in comedy and dancing . . . a red-hot series!"
produced by
Al Gannaway
A
Flamingo
Films
presentation
DOLE OPRY

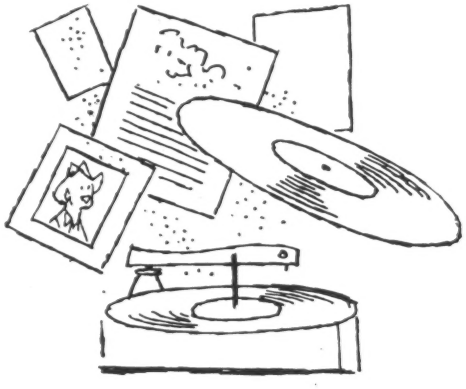
A SPONSOR'S DREAM COME TRUE...

the most comprehensive merchandising and exploitation campaign ever conceived:

SALES STIMULATORS

- ★ Record Promotions
- ★ Merchandise and Premium plans
- ★ Star Personal Appearances

AUDIENCE BUILDERS



- ★ Publicity Campaigns
- ★ Photographs, Ad Mats, Records
- ★ Disk Jockey tie-ins

CASH REGISTER BELL-RINGERS

- ★ Point-of-Purchase material
- ★ "Personalized" commercials by Opry Stars

Everything is included...nothing has been overlooked to give you

THE GREATEST SALES-IMPACT IN TV HISTORY!

EVERYBODY LOVES THE OPRY...

Look
"Grand Ole Opry made hillbilly tunes a national pastime and big business!"

The Saturday Evening POST
"Grand Ole Opry — an astonishing phenomenon."

Good Housekeeping
"Country music has become astonishingly successful in the past three years . . especially in big towns."

VARIETY TV-FILMS REVIEWS

STARS OF THE GRAND OLE OPRY
With Jimmy Dickens, Roy Acuff, Webb Pierce, Ernest Tubb, Carl Smith, Rod Brasfield, Minnie Pearl, June Carter, Cowboy Copas, Marty Robbins, Kitty Wells, Martha Carson, Duke of Paducah, Goldie Hill, Lew Childre, Lonzo & Oscar, Smilin' Eddie Hill, others
Producer: Al Gannaway
Director: Richard C. Kahn
39 half-hours
Distrib: Flamingo Films

Flamingo Films ought to hit the jackpot with "Stars of the Grand Ole Opry," a series of extracts from the Saturday night jamborees of the Opry crew filmed down in Nashville. Aside from the 20-year-o'd track record the Opry has set on NBC Radio, plus the millions of records the stars of the Opry have sold, Flamingo has as its key asset in the series the fact that the films are just bursting with top-flight entertainment, not only in music but in comedy and dancing. It's one thing to have a show presold in terms of acceptance and prestige, but Flamingo fortunately has what also appears as a red-hot series that in any case would catch fire on its own.

With a total of 125 acts to choose from, producer Al Gannaway has broken the series down into a setup where five of the Opry stars will rotate as emcees, with others rotating in the various films. Five emcees are Roy Acuff, Jimmy Dickens, Webb Pierce, Ernest Tubb and Carl Smith, with such regulars as Rod Brasfield, Minnie Pearl, June Carter, Cowboy Copas, Kitty Wells, Marty Robbins, Martha Carson and the Duke of Paducah appearing most regularly Show caught featured Dickens as emcee, surrounded by Miss Carter, Brasfield, Copas, Lonzo & Oscar, Smilin' Eddie Hill, and Lew Childres. It's a plenty talented crew, with Dickens a fine country music singer, Miss Carter a highly talented comedienne, Lonzo & Oscar a topnotch slapstick singing crew, Brasfield a familiar comic and Childres a spirited dancer. If all the Opry pix are as good as this one, Flamingo's got it made.

Newsweek
"Grand Ole Opry artists on personal appearances grossed $7,500,000 last year!"

Collier's
". . . Grand Ole Opry audiences have been as great as 43,000 a night!"

Pathfinder
"Grand Ole Opry — all seven wonders of the world rolled in one"

SPONSORS FROM COAST-TO-COAST ARE BUYING...

stars of the

GRAND OLE OPRY

TIE-UP YOUR MARKET NOW...

FROM BROADCASTING-TELECASTING

PILLSBURY BUYS FILMED 'OPRY'

Milling company will sponsor Flamingo Films series in 30 midwestern, southern markets.

PILLSBURY MILLS Inc., Minneapolis, last week completed negotiations with Flamingo Films, New York, to sponsor the half-hour *Stars of the Grand Ole Opry* in about 30 midwestern and southern key markets, starting in the fall. The agency is Campbell-Mithun Inc.

It was understood that the contract is on a firm 52-week basis, calling for 39 originals and 13 repeats. Pillsbury is reported to have purchased the filmed series on a regional basis to stimulate sales in those areas. The *Opry* show has been sold in 18 markets on a syndicated basis and negotiations currently are being conducted for regional sponsorship in 15 markets and for single sponsorship in other cities.

The *Opry* show, filmed in color with a cast of 125, will be presented in color on several stations before the end of the year, according to Mr. Weintraub, although he said that Pillsbury's pact is for black-and-white only. He said the merchandising and promotional facets of *Opry* have attracted many sponsors and many have requested personal appearances by the program's personalities.

WRITE... WIRE... PHONE...

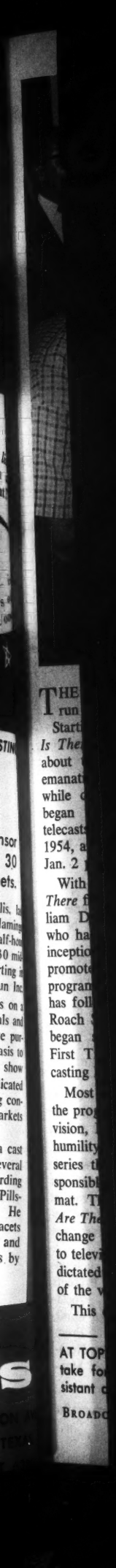
Flamingo Films

509 MADISON AVENUE
NEW YORK 22, N. Y.
MURRAY HILL 8-4800

1741 IVAR STREET
HOLLYWOOD
HOLLYWOOD 1-9966

646 NORTH MICHIGAN
CHICAGO
DELAWARE 7-6014

9842 LEMMON
DALLAS, TEXAS
FLAMHURST



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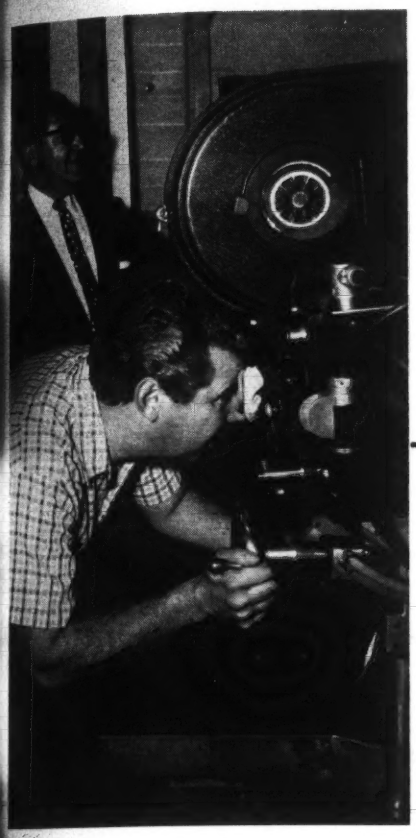


'YOU ARE THERE' EVOLVES TO FILM

FROM RADIO TO LIVE TV TO CELLULOID IN 7 YEARS

THE historical series, *You Are There,* has run the gamut of broadcast presentation. Starting on CBS Radio in 1949 as *CBS Is There,* it was transferred to television about two years ago as a live program, emanating from New York. Last October, while continuing the live series, CBS-TV began filming future programs. The live telecasts were discontinued at the end of 1954, and the filmed shows started with the Jan. 2 program.

With the completion of the 13th *You Are There* film in New York in December, William Dozier, CBS-TV executive producer who had handled the video series since its inception, was transferred to Hollywood and promoted to director of CBS-TV network programs from that city. Now the program has followed him. On April 3, at the Hal Roach Studios in Culver City, the cameras began shooting "The Completion of the First Transcontinental Railroad" for telecasting later in the *You Are There* schedule.

Most pleased when it was decided that the program would remain under his supervision, Mr. Dozier declares, "in all lack of humility," that there is more of him in the series than of anyone else, as he was responsible for devising the program's tv format. The success of the tv version of *You Are There,* he believes, stems from the main change made in the transition from radio to television, a change he freely admits was dictated by the expediency and limitations of the video medium.

This change was to switch the program's emphasis from the event as such to the human beings behind it. On radio, the series dramatized the events with broad strokes of action, a battle being depicted in terms of guns, troops and descriptions that many listeners found reminiscent of past history lessons.

In tv, Mr. Dozier explains, his idea was to spotlight the human element, to show the forces that motivated the chief protagonists and through them to give the viewer an insight into the social and political climate of the time. This reasoning was born of necessity and "I can't take any credit for a flash of genius," Mr. Dozier declares.

You Are There started on CBS-TV Feb. 1, 1953, with America's Electric Light & Power Companies, through N. W. Ayer & Son, sponsoring it every other week. After four or five months, Prudential Insurance Co. of America, through Calkins & Holden, took over the alternating week. Both sponsors have continued with the program ever since.

When the program first went on tv, "we weren't sure of its success and, as the cost factor was important, we didn't even consider film," Mr. Dozier says. As it progressed, though, and won its audience, the network and sponsor executives started thinking it would be nice to have the shows on celluloid to insure their permanency. By its nature, this program is ageless and will never be any older than it is today, he opines.

Several reasons contributed to switching the program, after approximately 85 live telecasts, to film. There were numerous requests from schools, libraries, teachers and others, for prints. The network and sponsors were forced to reply that there were none available because the unions wouldn't allow mass distribution of kinescopes. This demand for prints can now be satisfied, as the sponsors have long satisfied requests from educators by providing them with teaching aids for each event.

Additionally, the sponsors want *You Are There* on film as a public relations asset. Both firms, at the moment, plan to buy 16 mm prints and present them to libraries. Each sponsor, far-flung in having local subscribers and offices, can greatly enhance its public relations by buying a couple of hundred prints for, say, $6,000, and donating them to groups in the areas to which they supply electricity or maintain insurance offices, Mr. Dozier suggests.

Still another reason lies in CBS-TV's view of the syndication possibilities. With this in mind, CBS-TV, which owns the package and sells the sponsors the first network showing only, has absorbed the added cost of filming.

Cost factor, important at the inception of the program, is still important. Estimated at roughly $24,000 per live show, the initial switch from live to film in New York raised the budget by about $6,000. It costs about $3,500 more to make a film in Hollywood than it does in New York, primarily because union scales are proportionately higher. Thus the total added cost of the current filming schedule amounts to about $9,500 per film.

Mr. Dozier had misgivings in two areas over bringing *You Are There* to Hollywood: acting and research. In regard to the acting he wasn't sure of the same reservoir of good talent in the series' price range. In New York, he had become accustomed to theatre-minded actors who wanted a good part, over and above star billing and a large salary. As to research, he doubted that the west coast sources could be as ample as those in New York. The research done on each program is so extensive, consisting of photographs

PRODUCER WILLIAM DOZIER

AT TOP: Director Bernard Girard sets up a take for *You Are There.* Dick Dixon, assistant director, is in the background.

or reproduced facsimiles of the actual characters, scripts, sets, props, costumes, etc., that to be on the safe side, *You Are There* maintains a New York liaison office in which two girls implement the requests of the Hollywood production end.

Happily, after six films, Mr. Dozier finds that there need be no concern about west coast actors wanting to play good roles. There continues to be no star billing and the cast is, as always, listed at the end in order of appearance. Additionally, there is no need for concern on the production and research end, because, Mr. Dozier emphasizes, "we are achieving even a greater degree of perfection."

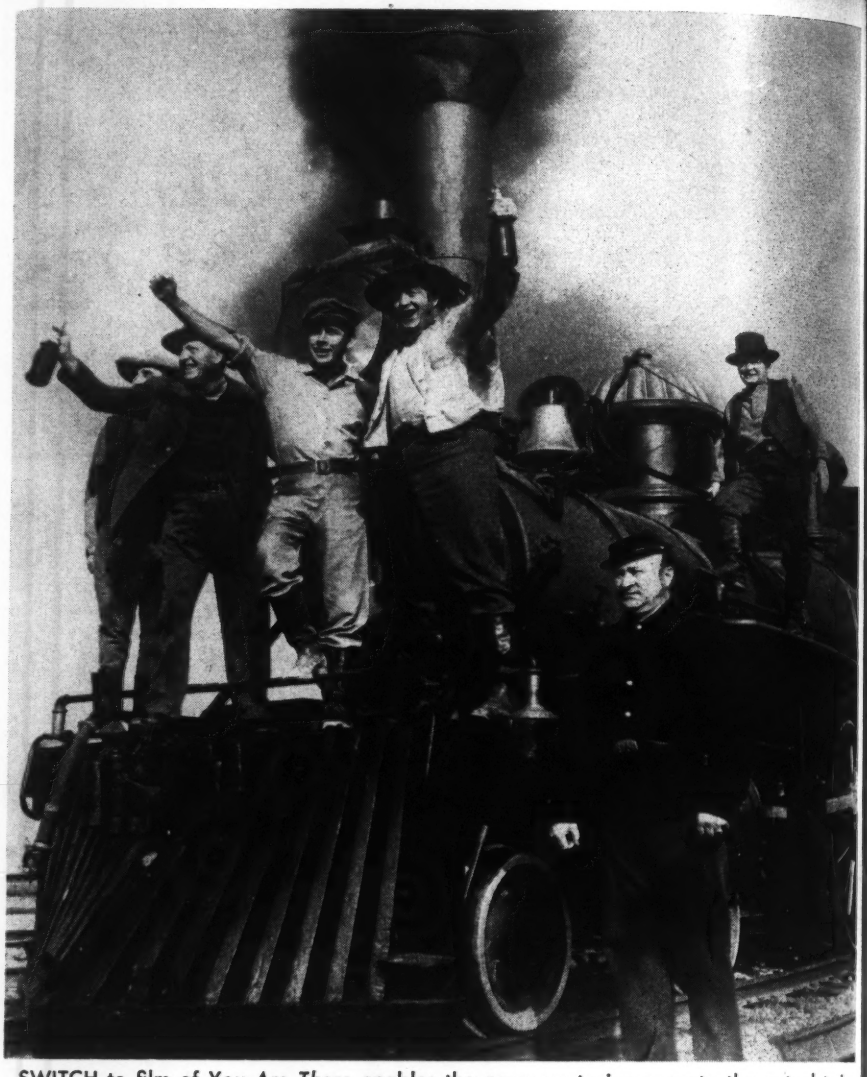
When you start filming, according to Mr. Dozier, the general tendency is to open it up and enlarge your scope. He, executive producer Ben Feiner, producer Jim Fonda and director Bernard Girard have decided not to yield to such temptations. While specific sets may be given more dimension, the human quality is still the most important.

As further insurance against any loss, chief narrator Walter Cronkite flies to Hollywood twice for every group of 13 films. The shooting schedule calls for rehearsal on Monday and Tuesday, followed by three days before the camera, maintaining two months between the shooting and actual air time. Research, though, has already started on "Bannister Wins the Mile Run," to be telecast Nov. 20.

Subject matter is decided by Messrs. Dozier, Feiner and Fonda and then recommended to the sponsors. The radio version, which Mr. Dozier had never heard until the tv project was being discussed and he played back some tapes, repeated some subjects three and four times over the two-year period. Tv, to date, has done this with only one program. "The Rise of Adolf Hitler" was telecast live May 10, 1953, repeated live Feb. 28, 1954, and is being filmed for the April 24 program. This, Mr. Dozier explains, has been due only to mail response, as he has several hundred potential subjects on file.

It is by design, not accident, that about half of the subjects deal with America, with the remaining half divided among foreign nations. About one-third of the programs concern themselves with women.

Apart from this division of subject matter, the event must have a specific day to which it can be hooked. Letters from viewers have requested programs on women's suffrage and prohibition, but, Mr. Dozier explains, these were phases, not events. The Jan. 23 program, "Susan B. Anthony is Tried for Voting," dealt with the last day of the trial, which provided the necessary hook. A possible program might deal with the repeal of the 18th amendment, which would be the hook on which to hang prohibition.



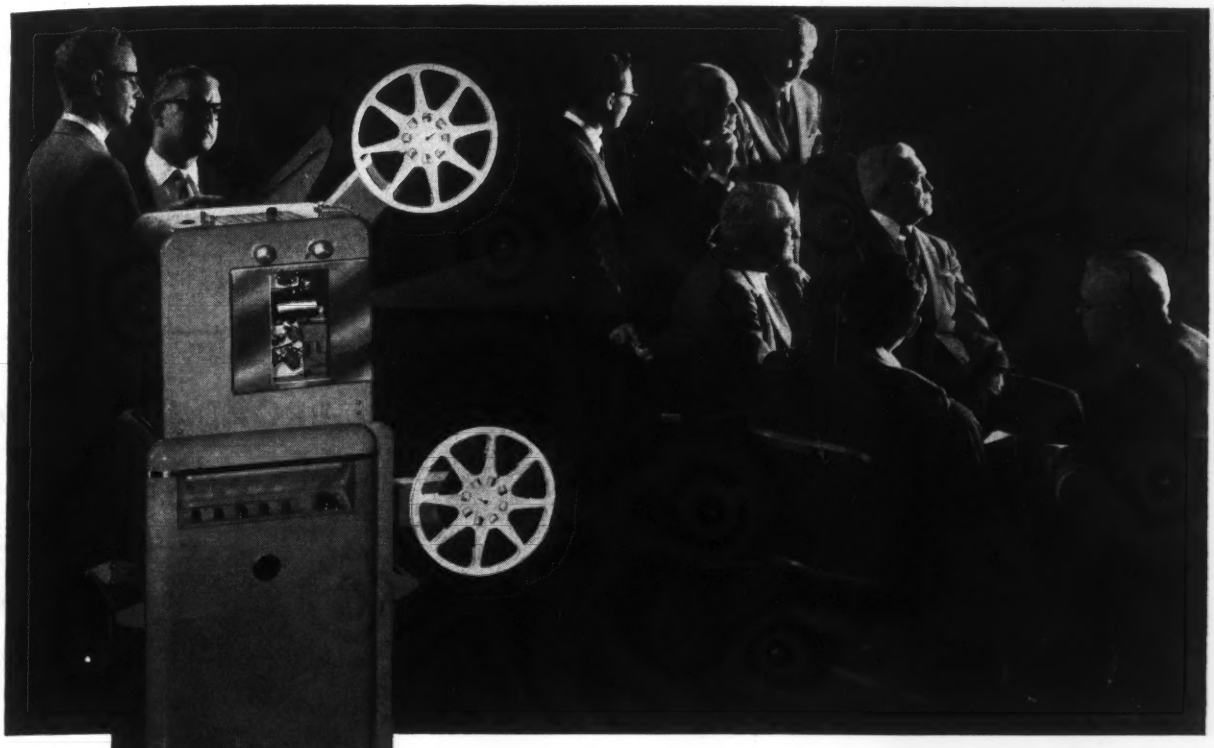
SWITCH to film of *You Are There* enables the program to incorporate the actual train in this scene from "The Completion of the First Transcontinental Railroad."

Mail, Mr. Dozier reveals, is received from all types of viewers. Writers to the program include 5th grade students, clergymen, housewives, teachers and self-styled experts of certain historical periods. The greatest mail response resulted from "The Torment of Beethoven," the program's first film, telecast on Jan. 2.

Part of the fun in doing *You Are There*, Mr. Dozier enthuses, is the discovery that many of the best-known "facts" of history are only myths. For example, he says, Queen Isabella didn't pawn her jewels to finance Christopher Columbus. General Lee did not offer his sword to General Grant at Appomattox. "The Gettysburg Address" received a mild smattering of applause, not dead silence.

To be committed to celluloid are such upcoming programs as "P. T. Barnum Presents Jenny Lind," "The Emancipation Proclamation," "The Final Performance of Sarah Bernhardt," Napoleon's Return From Elba," "Discovery of Radium," "The Heroism of Louis Braille" and "The Sale of Manhattan Island."

AT LEFT: Chief narrator Walter Cronkite. AT RIGHT: Harry Marble (r), newsman-commentator, goes over lines with actor Jeff Morrow, who portrays President Abraham Lincoln in *You Are There*'s upcoming "The Emancipation Proclamation."



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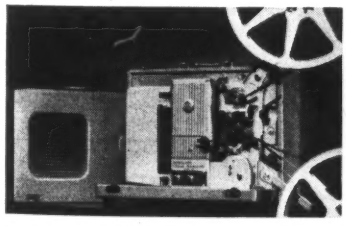

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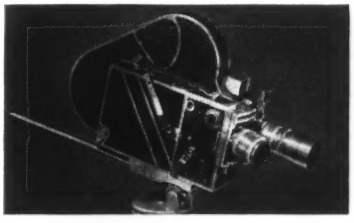

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TITLE_____

COMPANY_____

STREET_____

CITY_____ (Zone)

STATE_____

Kodak

HOW FILM FARE

B•T'S CONTINUING SURVEY OF THE FIELD SHOWS THAT IT NOW

FILMED television programs account for 36.8% of the total program air time of the average U. S. television station, according to replies to a B•T survey conducted last month. Post card questionnaires were sent to all 422 tv stations then on the air and 139 usable replies were received by tabulation time. It showed that, on the average, non-network film programming takes up 30.4% of the station's time.

Data supplied by the four tv networks revealed that 13.3% of all video network programming is on film. Since the stations reported an average of 47.9% of their time is devoted to network programs, then 6.4% (47.9% of 13.3%) of station time goes to network film shows. This figure, added to the 30.4% devoted to non-network film, gives a total of 36.8% or 31 hours and 38 minutes a week in which the average tv station is telecasting filmed programs, either projected locally or received from the network.

Of the three classes of stations—interconnected network affiliates, non-interconnected affiliates and stations not affiliated with any tv network—the non-interconnected network affiliates devote the largest percentage of their air time to non-network films: 53.2% as compared with 51.4% for the non-network stations. The non-interconnected affiliate gets 18.0% of his program hours from the network, originating 28.8% of his air time locally. The non-affiliate naturally has no network programs, and originates 48.6% of his program hours himself.

The interconnected network affiliate divides his programming time half to network programs (50.7%), a fifth to local live shows (20.4%) and three-tenths to non-network film programming (28.9%). Of his network program hours, seven-eighths are filled with programs received direct, via either coaxial cable or microwave radio relay, only one-eighth by kinescope for delayed broadcast. In comparison with B•T's earlier surveys the March 1955 study shows more network programs received simultaneously with the original telecast, fewer by kine, a natural consequence of the spread of AT&T tv transmission facilities which have enabled more and more stations to become connected into tv network circuits and which also have made possible more simultaneous program networking, with less time-sharing of facilities among the networks required.

Comparing the current statistics with those reported in June and December of 1953 [B•T July 13, 1953, Jan. 11, 1954] shows both types of network affiliated stations doing more programming now than they did in 1953, while the non-network stations report on the average more hours of tv programming than they had in December 1953 but fewer hours than in June of that year. Proportion of time given to network programs by non-interconnected affiliates averaged less this year than in 1953, and about the same for interconnected affiliates.

Both groups of network affiliates are devoting more hours to non-network films this year than in 1953, but about the same percentage of their total air time. The non-affiliates are giving filmed programs more time than in December 1953 but less than in June of that year. All three types of tv stations are devoting more time to films made specially for tv than formerly.

Interconnected network affiliates are given about the same proportion of their broadcast hours to locally originated programs as at the time of the previous B•T surveys. Both the non-interconnected affiliates and the non-affiliated stations have increased their hours of local shows per week, which now occupy a slightly larger percentage of their total program time.

The network reports do not show any consistent trend, so far as

(Continued on page 68)

THE TV BROADCAST WEEK

FILM—NETWORK—LOCAL

		Survey Dates
NON-NETWORK FILM PROGRAMS	Total Non-Network Film	3/55 12/53 6/53
	Specially Made for Tv	3/55 12/53 6/53
	Made for Theatrical Showing	3/55 12/53 6/53
NETWORK ORIGINATED PROGRAMS	Total Network Programs	3/55 12/53 6/53
	Off Coaxial Cable or Microwave	3/55 12/53 6/53
	Kine	3/55 12/53 6/53
LOCAL LIVE PROGRAMS		3/55 12/53 6/53
TOTAL PROGRAMS	Average Total Hours and Minutes on Air Per Week	3/55 12/53 6/53

*Figures for all stations not available for previous years.

IS FARING IN TV

CCUPIES MORE THAN A THIRD OF THE TOTAL BROADCAST TIME

Survey Dates	Interconnected Network Affiliates		Non-Interconnected Network Affiliates		Non-Network Stations		All Stations	
	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air
3/55	27:11	28.9%	31:50	53.2%	21:27	51.4%	27:02	30.4%
2/53	23:38	29.7%	22:34	48.3%	18:51	52.6%	*	*
6/53	25:37	27.3%	29:01	54.2%	31:00	60.8%	*	*
3/55	12:26	13.2%	13:33	22.6%	8:51	21.2%	12:12	13.8%
2/53	9:48	12.3%	8:33	18.3%	7:36	21.2%	*	*
6/53	9:27	10.2%	11:41	21.5%	8:43	17.7%	*	*
3/55	14:45	15.7%	18:17	30.6%	12:36	30.2%	14:50	16.6%
2/53	13:50	17.4%	14:01	30.0%	11:15	31.4%	*	*
6/53	16:10	17.1%	17:20	32.7%	22:17	43.1%	*	*
3/55	47:45	50.7%	10:48	18.0%			42:26	47.9%
2/53	39:31	49.6%	11:12	24.0%			*	*
6/53	48:11	51.6%	12:37	23.4%			*	*
3/55	41:20	43.9%					36:16	41.0%
2/53	31:57	40.1%					*	*
6/53	37:42	40.4%					*	*
3/55	6:25	6.8%	10:48	18.0%			6:10	6.9%
2/53	7:34	9.5%	11:12	24.0%			*	*
6/53	10:29	11.2%	12:37	23.4%			*	*
3/55	19:16	20.4%	17:14	28.8%	20:16	48.6%	19:14	21.7%
2/53	16:31	20.7%	12:55	27.7%	17:01	47.4%	*	*
6/53	19:46	21.1%	11:53	22.4%	19:57	39.2%	*	*
3/55	94:12		59:52		41:43		88:42	100.0%
2/53	79:49		46:41		35:52		*	*
6/53	93:34		53:31		50:57		*	*

a division of program hours between live and film is concerned. CBS-TV and DuMont are devoting more time to film programming than they did in 1953. ABC-TV and NBC-TV report exactly the opposite.

Percentagewise, however, ABC-TV, CBS-TV and DuMont all show a larger proportion of their total program hours given over to filmed programs than in December 1953. NBC-TV alone showed a decrease.

NBC-TV's drop—from 14 hours and three minutes to eight hours even, and from 20.8% of this network's total program time to 8.5%—was enough to outweigh increased time for filmed shows reported by the other tv networks. The combined figures show that all four networks are now devoting 29 hours and 30 minutes a week to filmed programming, or 13.3% of their total weekly program hours, down from 17.0% in December 1953 and from 18.5% in June of that year. Network program time devoted to live shows has concurrently risen from 81.5% in June of 1953 to 83.0% in December of that year and 86.7% in March 1955.

FILM ON THE NETWORKS

	Survey Dates	FILM No. Hours Per Week	FILM % of Total Hours On Air	LIVE No. Hours Per Week	LIVE % of Total Hours On Air	TOTAL No. Hours Per Week
ABC-TV	3/55	9:30	40.4%	14:00	59.6%	23:30
	12/53	14:45	38.6%	23:30	61.4%	38:15
	6/53	13:45	47.8%	15:00	52.2%	28:45
CBS-TV	3/55	11:30	13.7%	72:30	86.3%	84:00
	12/53	5:50	8.2%	65:55	91.8%	71:45
	6/53	8:00	13.3%	52:00	86.7%	60:00
DuMONT	3/55	0:30	2.5%	19:45	97.5%	20:15
	12/53	0	0	27:30	100.0%	27:30
	6/53	0	0	27:30	100.0%	27:30
NBC-TV	3/55	8:00	8.5%	86:45	91.5%	94:45
	12/53	14:03	20.8%	53:23	79.2%	67:26
	6/53	12:20	18.1%	55:40	81.9%	68:00
ALL TV NETWORKS	3/55	29:30	13.3%	193:00	86.7%	222:30
	12/53	34:38	17.0%	170:18	83.0%	204:56
	6/53	34:05	18.5%	158:10	81.5%	184:15

CHANGING TERRY'S TUNE

CARTOON-MAKER ENTERED TV WITH CAUTION, NOW IS A FERVID BOOSTER

ONE of the die-hard skeptics of television a few years ago was Paul Terry, president of Terrytoons Inc., New Rochelle, N. Y. Today, he's one of the medium's most fervid boosters.

This enthusiast was soberly cautious when his famed Terrytoon films were released for television. Today, he is so convinced of the medium's impact that he has established an extensive merchandising operation centered around his cartoon characters—a move, he acknowledges, he did not dare take during the many years that his Terrytoons were popular, staple fare in motion picture theatres.

To point up his reticence toward television, it must be noted that the tv films released for tv a few years ago did not carry the Terry imprimateur, but were listed as Barker Bill cartoons. He confesses he effectuated this disassociation not only because he was uncertain of the films' reception on tv, but also because he was unsure of the attitude of his theatrical film distributors, with whom he had enjoyed a happy relationship for many years.

The results of his tv plunge, according to Mr. Terry, have been "amazing." In theatres, his cartoon films have continued at a high level of interest—partly because of the tv showings, he believes. And the interest generated by television has prompted Mr. Terry to venture into the merchandising enterprise.

Mr. Terry points out that exposure of his cartoon films on 79 stations of CBS-TV on Wednesday and Friday (5-5:15 p.m. EST) has created demand for products associated with his characters. He confesses he was astonished at the intense interest, adding:

"Remember, I've been turning out film cartoons for 40 years. Some years ago I started a small merchandising operation for my characters, but it petered out. Television gives the kind of impact in a home setting that is so important in a merchandising operation."

About a year ago Mr. Terry hired Selwyn Rausch as merchandising manager for Terrytoons. After eight months of preliminary work, the merchandising activity was set in motion about four months ago. Mr. Terry noted that it is still too early to gauge the extent of business but reported it promises to develop into "quite a good little business venture."

The company has licensed about 18 firms to manufacture Terrytoon character products. There are about 30 products associated with characters including Mighty Mouse, Heckle and Jeckle, Terrybears, Dinky Ducks, Barker Bill and The Gelt. Products include books, charm bracelets, masquerade costumes, games, masks, hand puppets, phonographic records and dresses, among others.

Mr. Terry said retail outlets seem "mighty pleased" with the character merchandise. They are sold in variety chain stores, drug chain stores, department stores, toy shops, cigar stores, supermarkets and confectionery shops, among others.

Mr. Terry does not effect a tie-up with his merchandising operation on his television program, which is sponsored by General Mills through William Esty Co. After all, he pointed out, the sponsor pays to promote his own products. But Terrytoon characters, he said, often are exposed on other television programs.

One viewing characteristic of his television program pleases Mr. Terry: about 25% of the audience is composed of adults. He likes

PAUL TERRY (r), head of Terrytoons, and Merchandising Manager Selwyn Rausch inspect a Mighty Mouse child's masquerade costume manufactured by Bland-Charnas Inc., Stamford, Conn.

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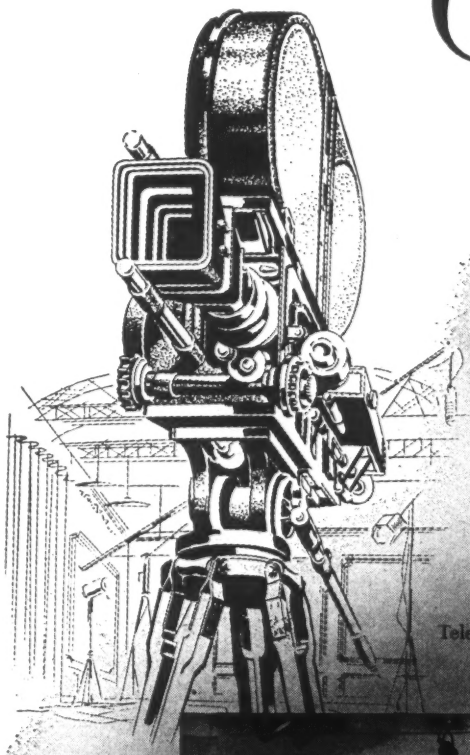

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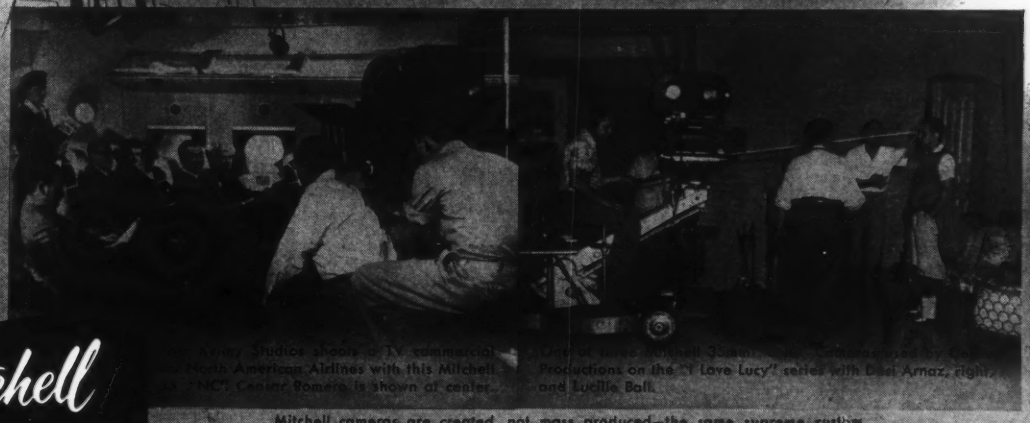

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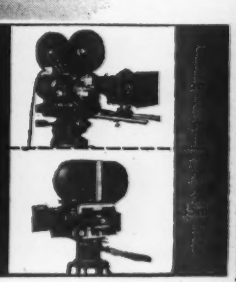


85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

this 75-25 ratio because the adults, in the final analysis, foot the bill for his advertiser and for his merchandised products. He also has observed another pleasureable phenomenon: the merchandising activity creates interest in the tv show.

He expressed the belief that he will be in television for a long time. He uses two six-minute films on each show and has a backlog of 600 films. The firm produces about 26 films a year for initial theatrical release and the product is of the type that lends itself admirably to repeat performances.

Mr. Terry has conjured up another activity that ties in well with his merchandising operation in supermarkets. It is a "Terryscope," which he describes as a jukebox with stereoscopic film. He plans to put this contraption into supermarkets and other establishments throughout the country so that youngsters can occupy themselves (for a slight fee) while their parents are shopping (and perhaps buying a Mighty Mouse game).

The distance that Mr. Terry has traveled from the days when he was the "watch-and-wait" tv impresario, hidden under Barker Bill's coattails, can be estimated by this observation:

"For the past few months, I no longer have been anonymous on tv. Today I am proud to have the name of Paul Terry associated with television, just as it has been so long with motion pictures and newspapers."

THE 10 TOP FILMS IN 10 MAJOR MARKETS

WHAT film programs are most popular with American televiewers? To provide a continuing answer to that question, B•T, in cooperation with the American Research Bureau, is inaugurating a new series of monthly analyses designed to reveal the country's favorite tv film fare. Each month B•T will publish the ARB ratings of the top 10 film programs in 10 U. S. cities carefully chosen by a double-sifting process to insure their combined representativeness of the nation's major markets as to geographic distribution and to number of tv stations.

The 10 markets in the ARB-B•T sample include two markets with seven tv stations, two with five, three with four, one with three and two cities with two stations each.

The popularity of any filmed program in any market depends on a number of outside factors—the time of presentation, the other programs available to the viewer at the same time, etc.—as well as on the inherent entertainment value of the film itself. Therefore, the ARB ratings for the programs in any market represent audience behavior in that market only and are not projectible nationally. However, taken in combination, the programs in this sample present a reliable index to major market tv audience viewing habits. The first report, for February, follows:

MINNEAPOLIS-ST. PAUL

1.	Wild Bill Hickok (Flamingo)	30.0
2.	Badge 714 (NBC Film)	28.6
3.	I Led Three Lives (Ziv)	24.6
4.	Cisco Kid (Ziv)	24.5
5.	Life of Riley (NBC Film)	23.2
6.	Hopalong Cassidy (NBC Film)	21.1
7.	Annie Oakley (CBS Film)	18.9
8.	Racket Squad (ABC Film)	17.4
9.	Mr. District Attorney (Ziv)	17.1
10.	Victory at Sea (NBC Film)	17.0

SEATTLE-TACOMA

1.	Life of Riley (NBC Film)	36.9
2.	Death Valley Days (McC-E)	30.7
3.	Liberace (Guild)	28.5
4.	Little Rascals (Interstate)	28.4
5.	Gene Autry (CBS Film)	27.9
6.	Wild Bill Hickok (Flamingo)	27.4
7.	Waterfront (MCA-TV)	26.0
8.	Superman (Flamingo)	25.7
9.	Annie Oakley (CBS Film)	25.3
10.	Life with Elizabeth (Guild)	25.2

CHICAGO

1.	Annie Oakley (CBS Film)	25.6
2.	Cisco Kid (Ziv)	25.3
3.	Wild Bill Hickok (Flamingo)	23.7
4.	Mayor of the Town (MCA-TV)	23.7
5.	Superman (Flamingo)	22.4
6.	Gene Autry (CBS Film)	21.2
7.	Janet Dean, R.N. (UM&M Inc.)	20.4
8.	Favorite Story (Ziv)	18.8
9.	Hans Christian Andersen (Interstate)	18.6
10.	Racket Squad (ABC Film)	18.0

CLEVELAND

1.	Annie Oakley (CBS Film)	38.0
2.	I Led Three Lives (Ziv)	27.8
3.	Badge 714 (NBC Film)	25.5
4.	Liberace (Guild)	24.8
5.	All Star Theatre (Screen Gems)	24.6
6.	Range Rider (CBS Film)	23.1
7.	Mr. District Attorney (Ziv)	21.9
8.	Foreign Intrigue (Reynolds)	20.9
9.	Waterfront (MCA-TV)	20.6
10.	Janet Dean, R.N. (UM&M Inc.)	19.6

NEW YORK

1.	Superman (Flamingo)	16.4
2.	Annie Oakley (CBS Film)	15.5
3.	Abbott and Costello (MCA-TV)	14.6
4.	Guy Lombardo (MCA-TV)	13.8
5.	Range Rider (CBS Film)	12.4
6.	Wild Bill Hickok (Flamingo)	12.1
7.	Janet Dean, R.N. (UM&M Inc.)	10.8
8.	Amos 'n' Andy (CBS Film)	10.8
9.	Little Rascals (Interstate)	10.6
10.	Meet Corliss Archer (Ziv)	10.6

DAYTON

1.	Kit Carson (MCA-TV)	33.9
2.	Badge 714 (NBC Film)	32.2
3.	Wild Bill Hickok (Flamingo)	27.4
4.	Range Rider (CBS Film)	26.4
5.	Waterfront (MCA-TV)	26.0
6.	Racket Squad (ABC Film)	22.8
7.	Liberace (Guild)	21.4
8.	Superman (Flamingo)	20.8
9.	Gene Autry (CBS Film)	19.3
10.	Ramar of the Jungle (TPA)	18.6
	Mr. District Attorney (Ziv)	18.6

WASHINGTON

1.	Superman (Flamingo)	28.3
2.	Wild Bill Hickok (Flamingo)	25.5
3.	Badge 714 (NBC Film)	24.3
4.	Ramar of the Jungle (TPA)	18.7
5.	I Led Three Lives (Ziv)	18.4
6.	Sherlock Holmes (UM&M)	18.2
7.	Amos 'n' Andy (CBS Film)	18.0
8.	Annie Oakley (CBS Film)	15.6
9.	Cowboy G-Men (Flamingo-Telemount)	13.6
10.	My Hero (Official)	11.4

LOS ANGELES

1.	Badge 714 (NBC Film)	29.6
2.	Waterfront (MCA-TV)	27.7
3.	Life of Riley (NBC Film)	18.8
4.	Annie Oakley (CBS Film)	18.5
5.	Little Rascals (Interstate)	16.6
6.	Superman (Flamingo)	16.3
7.	Mr. District Attorney (Ziv)	16.3
8.	Amos 'n' Andy (CBS Film)	15.7
9.	Stories of the Century (Hollywood Tv)	14.9
10.	I Led Three Lives (Ziv)	14.6

BOSTON

1.	Range Rider (CBS Film)	39.1
2.	I Led Three Lives (Ziv)	34.0
3.	Ellery Queen (TPA)	27.4
4.	Wild Bill Hickok (Flamingo)	27.4
5.	Badge 714 (NBC Film)	27.3
6.	Gene Autry (CBS Film)	24.6
7.	Liberace (Guild)	20.5
8.	Superman (Flamingo)	20.0
9.	Stories of the Century (Hollywood Tv)	19.4
10.	Eddie Cantor (Ziv)	18.6

ATLANTA

1.	Superman (Flamingo)	37.5
2.	Ramar of the Jungle (TPA)	30.5
3.	Wild Bill Hickok (Flamingo)	28.1
4.	Kit Carson (MCA-TV)	27.1
5.	Favorite Story (Ziv)	25.5
6.	Racket Squad (ABC Film)	22.4
7.	Stories of the Century (Hollywood Tv)	21.5
8.	Mr. District Attorney (Ziv)	18.6
9.	Abbott and Costello (MCA-TV)	17.8
10.	Badge 714 (NBC Film)	17.5

DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA's great new SUPER-G CONSTELLATIONS

LARGEST MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

Created by Lockheed especially for TWA!

Powered by Curtiss-Wright's newest Turbo-compound engines!

Interiors by Henry Dreyfuss, world-famous designer!

Here's a combination of unsurpassed luxury and outstanding speed never before dreamed possible—TWA's new Super-G Constellation!

There's a richly decorated lounge for pleasant conversation; four spacious cabins; extra-large lean-back chairs, and many other luxurious features. At mealtime you'll be delighted by each course of a delicious de luxe dinner. And any time at all you can enjoy your favorite drink—champagne, scotch, bourbon, or cocktails, all complimentary, of course.

Now operating non-stop between New York and Los Angeles, Super-G service will soon be extended to key cities coast to coast. Be among the first to try the incomparable new TWA Super-G Constellations.

For reservations, see your TWA travel agent, or call TWA, Trans World Airlines.

MEET FELLOW PASSENGERS in the fashionable "Starlight Lounge." Relax in deep-cushioned sofas, enjoy your favorite drink from TWA's complete beverage service at no extra cost.

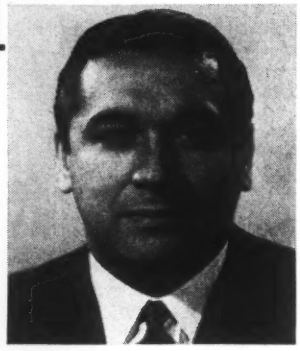
Fly the finest... **FLY TWA**

TRANS WORLD AIRLINES

U.S.A.·EUROPE·AFRICA·ASIA

film maker

WILLIAM MIESEGAES



THE PATH that William Miesegaes traveled to his present post of president of Transfilm Inc., New York, producer of tv film commercials and non-theatrical films, has taken him to the Dutch East Indies, Mexico and the U. S. from his native London, and has led him through a checkered career as executive of a rubber company, manufacturer of textile equipment and designer and representative for Rolls Royce.

Today, at 48, from his vantage point as president of a firm that employs more than 100 persons and is considered among the largest in its two specialties—tv commercial and non-theatrical films—Mr. Miesegaes assesses his variegated career in these terms:

"Living and traveling in different countries and working at different jobs are a tremendous asset to a film producer. In non-theatrical films especially, which are of such great divergence, there is no question that a producer's experience can help influence production beneficially."

A tall and distinguished-looking man with an athlete's build, Mr. Miesegaes was born in London in 1906 (of Dutch parentage). He was educated at Harrow in England and the Institut Le Rosey in Switzerland. At 20, moved by a spirit of adventure, he accepted a position with the British firm of Maclaine, Watson & Co., rubber, sugar and tin exporters, in Indonesia (the Dutch East Indies).

He remained in Indonesia for five years and it was during his stay there that he acquired a hobby—motion picture photography—that was to change the path of his career years later.

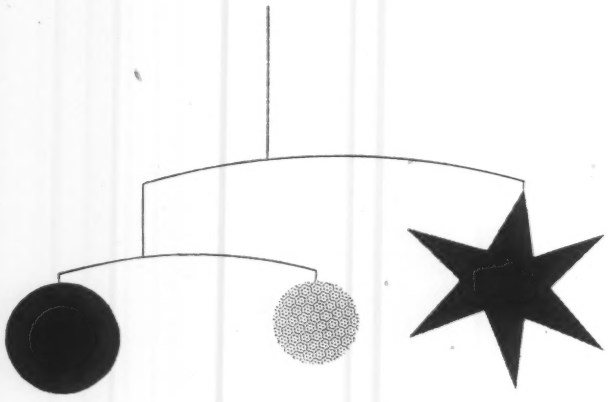
In 1941, armed with several motion picture cameras, Mr. Miesegaes journeyed to Mexico on a vacation trip. His film footage of that country was rated "exceptional" by professional photographers, and, after editing, was placed on the bill at Rockefeller Center's Guild Theatre in New York.

Mr. Miesegaes credits Walter Lowendahl, currently Transfilm's executive vice president and formerly a long-time producer-director at many of Hollywood's major studios, with supplying much of the know-how required in the company's formative years. The firm began humbly in 1941 with three employes, specializing in civil defense films. Gradually the company spread its wings, acquiring commercial film accounts and finally in 1947 producing some of the earlier tv film commercials.

Transfilm has grown steadily through the years and is still in a period of expansion, according to Mr. Miesegaes. He estimates that gross billings in 1954 were about 51% over those of 1953. Among the "blue chip" accounts which Transfilm has serviced are the General Foods Corp., Studebaker-Packard Corp., General Electric Co., Continental Can Co., Corning Glassworks, AT&T, Western Union, Shell Oil Co., General Baking Corp., Time Inc. and Procter & Gamble, etc. Transfilm has a co-production agreement with Dollywood of Amsterdam for films employing a puppet technique, which have been shown on television in the U. S. (Goebel's beer). Another soon-to-be-seen on tv in this process is "The Story of Light" produced for General Electric.

Mr. Miesegaes strikes a wholesome balance in outside activities between the athletic and the aesthetic. He is fond of yachting, mountain climbing and swimming, but also collects paintings and objects of art. He is a member of the Film Producers Assn. of New York, the Royal Netherlands Yacht Club and the Town Tennis Club.

He lives with his wife, the former Mary Blackwood of Alexandria, La., in a mid-Manhattan apartment, which reflects Mr. Miesegaes' talent as a designer and art collector. It was considered such a "showplace" that an outstanding "shelter" publication recently ran a photographic layout of the Miesegaes' apartment.



Perfect balance... *of skilled operating technicians, specially designed equipment, and constant laboratory research maintains Precision leadership in the field of film processing.*

Electronic Printing, for example, illustrates the results of Precision's continuing search for improved ways to serve leading producers, directors, and cameramen. This important Maurer development in the printing of optical sound from magnetic original is installed at Precision for kinescope and other recording direct to the optical track.

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21 WEST 46TH STREET, NEW YORK 36, N. Y.

A division of J. A. Maurer, Inc.

NOW! the new Gray telop III

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL CHECK THESE NEW FEATURES

- Completely automatic . . . utilizing features contained in the now famous Telop and Telojector . . . Slides change by push button control.
- Sequence of up to 50 slides can be handled at one loading . . . additional pre-loaded slide holders easily inserted in unit.
- Remote control of lap dissolves . . . superposition of two slides . . . and slide changes.
- Shutter type dimming permits fades without variation of color temperature . . . opaque copy cooled by heat filters and adequate blowers . . . assembly movable on base which permits easy focus of image.

Telop III . . . interior view of automatic slide holder which accommodates 4" x 5" opaque slides . . . One lens . . . no registration problem . . . no keystoning.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

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AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.

COMPARATIVE NETWORK TV SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Lehn & Fink The Lucy Show (st. 4/17/55)		Johns Manville alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt.) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt. Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Key to the Ages	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	President's Press Conference			
8:45				
9:00	Amer. Razor Bayuk Winchell	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	The Stork Club L			
9:30		Bristol-Myers Stage 7	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Appointment with Adventure		P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
	Kukla, Fran and Ollie			
	Tide Water Oil Daly-News			Toni Co. Tony Martin Show L
	Ralston Purina Name's the Same L	Amer. Home Prod.-News		Plymouth (3) Camel (1) Caravan L
		Ligg. & Mys. Perry Como L		
	Studebaker Packard Tv Readers Digest	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		RCA Amer. Chicle Speidel Caesar's Hour
	Focus F	Philip Morris alt. wks. P&G I Love Lucy F	Co-op Monday Night Fights Chris. Schenkel	Dow Chemical Medic F
	Boxing From Eastern Parkway and Neutral Corner L	General Foods December Bride L		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
		Westinghouse Studio One L		
			Co-op At Ringside	
		Longines Chronoscope		

TUESDAY

	ABC	CBS	DuMONT	NBC
	Kukla, Fran and Ollie			
	John Daly News			
	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L
		Gold Seal Jo Stafford L		Camel News Caravan L
	No Net. Service	CBS-Columbia (alt. wks.) Gen. Mills Life with Father	Admiral Corp. Life Is Worth Living	Buick Berle Show (20 shows)
	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	M. Raye H. Bishop (10 shows) Bob Hope (6) Gen. Fds. TBA—3
	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
	U.S. Steel United States Steel Hour alt. weeks	S.C. Johnson alt. wks. Pet Milk Red Skelton L		Armstrong's Circle Theatre L
	Elgin The Elgin Hour	Nash-Kelvinator alt. wks. Revlon Danger		Truth or Consequence P. Lorillard L
	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L

WED

	ABC
	Kukla, Fran and Ollie
	Tide Water Oil Daly-News
	American Motors American Dairy Derby Foods Disneyland
	Liggett-Myers The New Stu Erwin Show (eff. 4/20) Mr. Citizen
	Remington Rand-Knomark Mfg. (Alt. wks.) Masquerade Party
	Sheaffer Pen Co., Admiral Corp. (alt. wks.) Who Said That?
	President's Press Conference F

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		Capt. Hartz & His Pets Hartz Mtn. Prods. L
12:15 PM				No Network Service
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		Youth Wants to Know Wash. L
12:45				
1:00				No Network Service
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
		The Morning Show M-F 7-9 a.m. Participating Sponsors		
		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		Ding Dong School L (See Footnote)
				Borden Co. Way of the World L
				Sheilah Graham Show L
				Participating Sponsors Home L
		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		
		Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady		*Tennessee Ernie Ford* L
		Amer. Home Products Love of Life		
		P&G Search for Tomorrow		Feather Your Nest Colgate-Palmolive L
		P&G Guiding Light		
		Gen. Foods The Inner Flame		
		P&G Road of Life		

SATURDAY

	ABC	CBS	DuMONT	NBC
				Pinky Lee Show L
	Brown Shoe Smilin' Ed's Gang			Paul Winchell Show Tootsie Rolls L
		Winky Dink and You		Funny Boners L
		Wander Co. (alt. wks.) Gen. Mills Captain Midnight F		Kraft Foods Tom Corbett Space Cadet L
		National Dairy The Big Top L		Mr. Wizard L
		Gen. Mills The Lone Ranger F		

SUN

	CBS
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5:45 PM	

THURSDAY

ABC	CBS	DuMONT	NBC
Kukla, Fran and Ollie			
John Daly News			
General Mills Lone Ranger F	American Tobacco News		Dinah Shore Chevrolet L
Soldier Parade L	Gen. Electric Jane Froman		Camel News Caravan L
Chevrolet T-Men in Action	General Electric Ray Milland Show F		DeSoto-Plymouth Groucho Marx F
Brillo Star Tonight	Chrysler Motors Climax— Shower of Stars L		Borden Justice L
Pond's Extract Pond's Theatre	Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		Chesterfield Dragnet F
	Philip Morris (alt. wks.) Revlon Public Defender F		Ford Theatre F
	CBS-Columbia (alt. wks.) Gen. Mills Willy		Lever Bros. Lux Video Theatre L

FRIDAY

ABC	CBS	DuMONT	NBC
Kukla, Fran and Ollie			
Tide Water Oil Daly-News			
National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L
Lambert Hotpoint (alt.) Ozzie & Harriet F	Ligg. & Mys. Perry Como L		Camel News Caravan L
Lehn & Fink Ray Bolger L	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L
Mogen David Wines Dollar a Second	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
Sterling Drug The Vise	Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Big Story F
	General Foods Sanka Our Miss Brooks F		Campbell Dear Phoebe F
	Brown & Williamson (alt. wks.) P&G The Line-Up	Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
	American Oil, Hamm Brewing (alt. wks.) Noxzema Person to Person	Western Union Teleg. Co. (alt. wks.) Down You Go	Jan Murray Time L
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
Tomorrow L-S	Wrigley Gene Autry Show		
The Big Picture F	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
The Dolly Mack Show	Schick P&G Nescafe Jackie Gleason (co-sponsorship) L		Pillsbury-Green Giant Mickey Rooney Show F
Ozark Jubilee L	P. Lorillard 'Two for the Money L		Toni Co. So This Is Hollywood L
Compass F	P&G alt. wks. Simmons My Favorite Husband		I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
	Helene Curtis Inc. Professional Father		Texaco Star Theatre J. Durante L (alt.) O'Connor F
	Anheuser-Busch Damon Runyon Theatre st. 4/16		Geo. Gobel Show Armour (alt.) Pet Milk L
			Am. Tobacco Warner Hudnut Your Hit Parade L

6:00 PM
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SUNDAY

CBS	DuMONT	NBC
		No Network Service
		Frontiers of Faith L
		American Forum L
		TBA
		Quaker Oats Zoo Parade L
		Hall Bros. Hall of Fame L
		Heinz Capt. Gallant of the Foreign Legion F

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See footnote)	All About Baby (see footnote)	
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF Big Payoff Sus. Tu., Thurs.		Ted Mack Matinee L
	Bob Crosby (See footnotes)		*The Greatest Gift* L
	P&G The Brighter Day		P&G L Concerning Miss Marlowe
	Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th		*Hawkins Falls* L
	P&G On Your Account 4:30-5		First Love Jergens Co. L
	Gen. Mills Barker Bill's Cartoons W & F 5-5:15		Frnch. Mstd World of Mr Sweeney L
			Modern Romances Col.-Pal. L
			Pinky Lee Show L
			Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
	Falstaff-Co-op Baseball Game of the Week		

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Alka-Seltzer, Wed. Simoniz, Thu. Masland, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. A. E. Staley, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri.—Swift.

Arthur Godfrey
10:30-45 a.m. Mon.—Minnesota Mining Mfg. Wed.—Corn Prod. Tu. & Th. Frigidaire.
10:15-11 a.m. M. & W.—Bristol Myers. Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros. Tu. & Th.—Toni.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Tue. Alka-Seltzer, Wed. Corn Prod., Thu. S. C. Johnson.
2:15-30 p.m. Tue. Helene Curtis. Wed. General Mills. Thu. Swanson. Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu. Th. Kellogg.
2:15-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Tue. Toni, Thu. Swanson, Fri. S.O.S. alt. wks. only.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only), Swift & Co. (Fri. 2-2:15 p.m. only).

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m., EST. —Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. EST. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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13 different 16 mm. subjects
to all U.S. TV stations

Take your choice of these highly entertaining outdoor prints on spectacular Canada! Running times vary from 11 to 32 minutes for flexible scheduling! Popular subjects include Canadian hunting, fishing, hiking, riding, camping, touring, cruising, golfing, skiing! Order now!

TITLE	MINUTES
Canadian Pattern	32
Shining Mountains	18
Banff's Golf Challenge	21
Jackpine Journey	20
Snowtime Holiday	19
High Powder	22
West Coast Playground	12
Klondike Holiday	22
Canada's Tackle Busters	21
Canada's East Coast Playground	20
Alaska and the Yukon	11
Riding High	18
Happy Voyage	17

For films and complete information contact: P. T. Cole, Public Relations Officer, Canadian Pacific, 581 Fifth Ave., N. Y. 17, N. Y. PLaza 9-4433.

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FASTER, SAFER, LESS COSTLY...
Because It's More Efficient!

Lewis Appeals to Radio-Tv For Cancer Drive Support

APPEAL to radio and television stations has been made on behalf of the American Cancer Society by William B. Lewis, president of Kenyon & Eckhardt, New York, and chairman of the radio and tv advisory committee of ACS. Mr. Lewis called upon the industry to give all-out support to Cancer Control Month during April.

To assist stations in supporting the drive, ASC has prepared a radio kit with four transcribed shows. The material contains celebrity appeals, a baseball show, country and popular music programs, spot announcements, disc jockey, homemaker, sports, farm and commentator inserts and special information for broadcasters who wish to prepare their own material.

In the television kit are spots, posters, flipboards, slides, telops and a 39-inch plywood cancer crusade sword. Film material includes 10 20-second and 10 one-minute spots. Mr. Lewis said that "the story of cancer is graphically told" in these announcements.

Telethon Offers Prizes

WGN-TV Chicago held a 20½-hour telethon for the City of Hope, medical research center, Duarte, Calif., in which $35,000 in prizes was offered contestants contributing $1 and completing the sentence "I am helping the City of Hope because . . ." First prize was a $15,000 house donated by a local lumber company.

35 Donors Line Up

WWLP (TV) Springfield, Mass., aired an American Red Cross appeal for immediate donations of a type of blood in short supply and rapidly turned up 35 donors. The local Red Cross termed it "our most successful appeal through the medium of radio or television."

Heart Diseases Outlined

WGLV (TV) Easton, Pa., aired a program in which heart diseases—their causes and cures—were discussed in an attempt to inform the public on why it should contribute to the current fund drive. The program was put on in cooperation with the National Heart Fund.

'Firemen's Tragedy Fund'

WAAM (TV) Baltimore has contributed $1,000 to the fund being raised there to aid the families of six firefighters killed during a downtown fire. WAAM (TV) and the other Baltimore stations have run special programs and spot announcements to supplement the "Firemen's Tragedy Fund."

Little Boy Lost

WFBC-TV Greenville, S. C., aided parents in distress when it presented their stray three-year-old on a children's program after he had been picked up by the police as he wandered along the street.

Heart Fund Benefits

OVER $161,000 in pledges was reported by officials of the American Heart Assn. after the 13½-hour KNXT (TV) Hollywood "Heartbeat" telethon. The program featured a live telecast from the Los Angeles County General Hospital of parts of a cardiac operation on a 17-year-old boy.

Calling Car 22

WING Dayton, Ohio, is presenting *Car 22* in an effort to reduce driving accidents. The program is produced and executed by the Dayton Junior Chamber of Commerce in cooperation with the Dayton Police Dept. A Jaycee goes along with the police accident investigation cruiser and tape records dialogue at the scene of the accident. The same 15-minute program is presented three-times weekly during late night and early morning hours when teen-age and party-going traffic is heavy.

Kentucky Safety Announcements

KENTUCKY broadcasting stations are carrying a minimum of 17,000 announcements this month on behalf of traffic safety along with a series of safety programs. Taking part in the campaign are 56 stations, according to Hugh O. Potter, WOMI Owensboro, secretary-treasurer of the Kentucky Broadcasters Assn.

YMCA Building on the Way

KCOH Houston, Tex., programming primarily to the Negro market, collected $10,000 in a 13-hour radiothon. The money was raised to help build a new Negro YMCA building there.

Red Cross Announcements

WWDC-AM-FM Washington, in connection with the 1955 Red Cross Fund campaign, set aside 50% of its March station identification announcements for mention of the drive.

Emergency Call in Philly

PHILADELPHIA General Hospital reported to WPTZ (TV) there that over 100 blood donations were made after the station broadcast an emergency appeal at the hospital's request.

Income Tax Broadcasts

WTAM and WNBK (TV) Cleveland are airing special programs to aid viewers and listeners in completing their federal income tax forms. WTAM has a weekly series in which changes in the law and tax forms are explained. WNBK is presenting a four-show series in which an internal revenue representative demonstrates exactly how to fill out each type of form.

Aired Fire Assistance

WHEN a fire alarm goes off in Truro, N. S., CKCL there goes on the air to call the volun-

REV. R. T. Williams (c), chaplain of KOMA-KWTV (TV) Oklahoma City, Okla., who directs all religious and spiritual programs on the stations, accepts award from B. D. Eddy (r), Oklahoma City 1955 Brotherhood chairman representing the National Conference of Christians & Jews. Edgar T. Bell, general manager of the stations, witnesses the presentation. The NCCJ said, in making the award, that it knew of no other station which makes the title designation of "chaplain."

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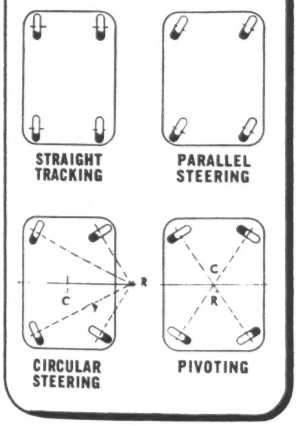
Cinemobile*

CRAB-TYPE DOLLY FOR FILM OR TV CAMERAS

NEW

STEERING SELECTOR

Type of steering is easily and quickly changed by simply rotating steering bar — without removing hands from the bar. Turns on own axis, in any desired arc or tracks in a straight line.



The most versatile, most maneuverable of all motion picture or TV camera dollies is now better than ever with many important improvements.

NEW BEARINGS. Rolls easily, smoothly on new, precision bearings in wheel spindles.

IMPROVED TRACKING. Tracks in a steady, straight line for running dolly shots.

NEW FLOOR LOCK. Cinemobile can be quickly locked in position for fixed location shooting.

NOW — 2 SEATS. Second seat provided for assistant cameraman.

LEVELING HEAD. Compensates for out-of-level floor condition.

NEW HYDRAULIC SYSTEM. Raises or lowers camera boom smoothly, quietly, automatically from extremely low to 57" high even with dolly in motion. New hydraulic fluid available everywhere.

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"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE FILM PROCESSING AND TV STUDIO EQUIPMENT"

Advertisement

From where I sit
by Joe Marsh

Uses His Head, Saves His Feet

Nobody around here can remember when Pop Turner wasn't our town's postman. He must have been toting that big, heavy mailsack since Pony Express days.

That's why it's sometimes a shock to see him these days pulling his mailbag around in what they call a "caddy cart"—a sort of light wagon that golfers use so they don't have to carry their clubs.

"Folks sometimes holler 'fore' at me and ask me how my game is," Pop reports, "but I'm not ashamed to learn something new. Just wish I'd thought about these golf gadgets years ago!"

From where I sit, it's good to see someone come up with a new wrinkle —keeps us from feeling too regimented. For instance, perhaps you've always felt that hot milk is the only thing to drink at bedtime. Then someday you meet a fellow who prefers a cold glass of beer. Well, that's his choice—and certainly he's entitled to it. We can't expect everyone to follow our old habits to the "letter."

Joe Marsh

Copyright, 1955, United States Brewers Foundation

$2 Million From Telethons

APPROXIMATELY $2 million in cash and pledges has been raised for United Cerebral Palsy through 14 telethons in cities throughout the country, UCP has announced. Stations which figured in the campaigns were: WABI-TV Bangor, Me.; WABC-TV New York; WTVW (TV) Milwaukee; WFIL-TV Philadelphia; WTCN (TV) Minneapolis; WMUR-TV Manchester; WAAM (TV) Baltimore; WTVI (TV) Belleville, Ill. (St. Louis); WTPA (TV) Harrisburg; WTVJ (TV) Miami; WIBW (TV) Topeka; KXLY-TV Spokane; KVAR (TV) Phoenix; KGEO-TV Enid, Okla.

teer firemen in the rural community, to announce the location and nature of the fire and to warn listeners to stay away from the fire so as not to hamper the work of the fire department. The program is sponsored by a local fire insurance firm.

Fast Action in Timmins

ONE DAY at 11 a.m. CKGB Timmins, Ont., aired a request from a local hospital trying to get a supply of a critically-needed type of blood. At 11:03 a.m. the hospital told the station that three donors with the proper type of blood had volunteered.

Regular Programming Scrapped

WTAC Flint, Mich., devoted two-and-a-half hours of its prime evening time for a panel discussion of demands and issues in local union bargaining with auto manufacturers. Questions were phoned in while the program was on the air. The session would have lasted longer, the station reported, if the seven panel members had not pleaded exhaustion at the end of the time period; no time limit was set by the station. This is the second program the station has presented on a major local issue. The special broadcast was promoted by handbills, press notices and announcements.

'This Is Your City'

A PUBLIC SERVICE series, *This Is Your City*, has been inaugurated by WABI-TV Bangor, Me. The program will report on the various operations of the city's departments and matters of general interest. In the series opener, Bangor's city manager and three members of the city council explained council procedures and discussed current local legislative problems.

84-Hour Drive

THE SECOND ANNUAL radio marathon staged by KUAM Agana, Guam, on the air for 84 consecutive hours, raised over $15,000 in cash and pledges for the island charity organization, the Helping Hands of Guam, station executives have announced. Last year's 73-hour KUAM broadcast produced $12,000 for the Helping Hands.

Stations Donate Profits

WIST Charlotte, N. C., originated the second annual Carolinas' Kiwanis high school basketball classic for a network of North and South Carolina stations which donated their profits from broadcast of the game to the Carolinas' Spastics Hospital. Stations receiving the program were: WBIG Greensboro, WDNC Durham, WPTF Raleigh, WCEC Rocky Mount, WHPE High Point, WBBB Burlington, WGNC Gastonia, WMSC Columbia, WFIG Sumter, WMRB Greenville, and WBCU Union.

WITNESSES CALL FOR STUDY OF TV-DELINQUENCY PROBLEM

Majority of those appearing last week before the Senate Juvenile Delinquency Subcommittee cite the need of scientific research for perhaps several years to determine if tv is a factor in delinquency.

THE NEED for thorough and scientific research for perhaps several years—to determine if television programming is actually a factor in juvenile delinquency—was emphasized by a majority of witnesses appearing before the Senate Juvenile Delinquency Subcommittee last week.

The juvenile delinquency unit, headed by Sen. Estes Kefauver (D-Tenn.), held final hearings Wednesday and Thursday on tv programming. Testifying were spokesmen for NARTB, NBC, FCC, an educational tv station, educators and researchers on child behavior.

Three NARTB spokesmen—Harold E. Fellows, president; Thad Brown, tv vice president, and Edward Bronson, Tv Code affairs director—outlined a progress report on what NARTB and its Tv Code Review Board have been doing to improve programs since the trio testified before the group last fall [B•T, Oct. 25, 1954].

Joseph V. Heffernan, NBC financial vice president, cited NBC's long-term program of presenting beneficial tv fare and the network's own code of programming standards, offered to aid any research group looking into possible connections between tv shows and childhood delinquency and announced appointment of a special children's program review committee and a supervisor of children's programs for the network see story, page 54).

FCC Comr. Frieda B. Hennock tore into present tv offerings and among other things proposed that the FCC hold hearings on proposed rule-making to establish standards for tv program content, afterward refusing to renew the licenses of those stations which do not present tv offerings "in the public interest." Launching into another touchy subject, brought up by Sen. Alexander Wiley (R-Wis.), she proposed that political candidates be given free time "on the people's airwaves" (see story, page 90, and editorial, page 126).

Other witnesses were: William A. Wood, general manager, educational WQED (TV) Pittsburgh (ch. 13); Dr. Paul Lazarsfeld, Columbia U. sociology department, originator of several mass media research methods; Dr. Eleanor E. Maccoby, Harvard U. social relations department, who reported on a survey four years ago in tv homes and non-tv homes in Cambridge, Mass.; Dr. Ralph Steven Banay, research psychiatrist, Columbia U.; Mrs. Louise S. Walker, audio-visual education supervisor, Montgomery County (Md.) Schools.

The subcommittee, which held hearings June 5 and Oct. 19-20, 1954, is scheduled to make a special report on television programs. James H. Bobo, chief counsel, said Thursday he hopes the report will be ready by May 1.

Subcommittee members are Chairman Kefauver, who presided at Wednesday's hearing; Sen. Thomas C. Hennings (D-Mo.), who acted as chairman Thursday; Sen. Wiley, who attended both days' hearings; Sen. William Langer (R-N. D.), present at the Thursday session, and Sen. Olin D. Johnston (D-S. C.). The Senate unit is operating with an appropriation of $125,000 and under a current Senate resolution must complete its work by July 31.

(Statements made by witnesses last week have been condensed by B•T while still giving a fair presentation of each witness' opinions. Following each statement is testimony developed by questioning from members of the Senate subcommittee.)

Harold E. Fellows
NARTB President

Television broadcasting stations are fully cognizant of the fact that good programs attract large audiences. They also know that bad programming in this free market place of ideas will rapidly toll the demise of any television station. Therefore, it is incumbent upon a station to learn the desires of its listeners, both present and potential, because it is the public preference which, in the final analysis, controls this industry—rather than any network, station, agency, or advertiser.

We are aware of the allegations that have been made against certain mystery and adventure programming. Only a few of these allegations have been to the effect that television is a major cause of juvenile delinquency, but there have been numerous comments to the effect that television *may* be a contributing factor.

ATTENTIVE to testimony at last week's hearing by Senate Juvenile Delinquency Subcommittee on tv programming are (l to r) Sen. Alexander Wiley (R-Wis.), Chairman Estes Kefauver (D-Tenn.) and James H. Bobo, subcommittee counsel.

For example, we learned several months ago that the Youth Bureau of the Detroit Police Department was probing into the possible causes of juvenile delinquency. We sent a member of our staff there to interview the officials.

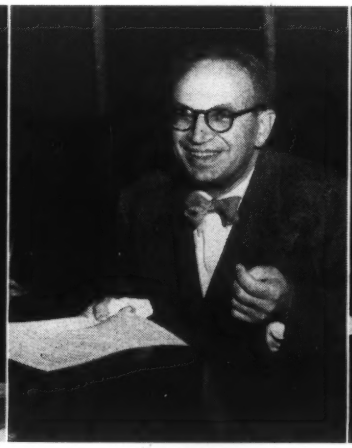
In Detroit, television was found *not* to be a cause or stimulus of juvenile delinquency, but was found instead to be a useful measure in controlling it.

Last October, *Television Magazine* decided to check with some of the most respected psychiatrists of the American Psychiatric Assn. to see if they felt that television was actually warping young minds. They found complete agreement that "there is no scientific body of facts in existence that could in any way prove that television is one of the causes of juvenile delinquency."

Parents Magazine, a highly respected publication, recently carried an article entitled "Television and Our Children . . . The Experts Speak Up." The article summarized the replies to a questionnaire sent to child behavior specialists in various parts of the country.

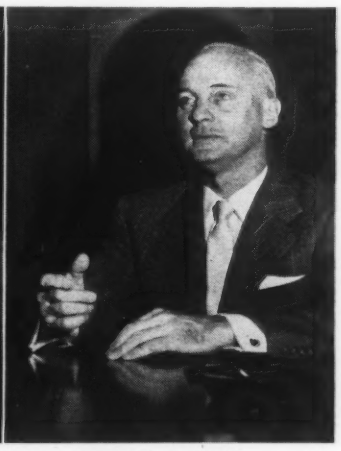
In response to the question of whether television programs are responsible for juvenile delinquency, the great majority gave a flat no. The few who answered more or less affirm-

MR. WOOD



DR. LAZARSFELD

COMR. HENNOCK



MR. HEFFERNAN

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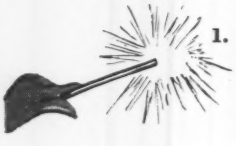
Peak sales records resulting from WBNS-TV spots look like magic to our advertisers, but this consistent selling success is far from hocus-pocus.

WBNS-TV advertising outsells because:



1. **From sign on to sign off WBNS-TV ratings are tops. Quarter hour breakdowns (sign on to 6 p.m.) place WBNS-TV 56% higher than station B and 140% higher than Station C. From 6 p.m. to midnight, WBNS-TV rates 25% higher than station B and 82.5% higher than Station C.**
   (Columbus Telepulse, Jan. 1955).
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atively qualified their replies as "mere suspicions," with "no definite proof."

The members of the television industry recognize that they, as do all of us, have an affirmative obligation to contribute to the public welfare of this country and its citizens. At our previous appearance before the Subcommittee we outlined various steps which NARTB contemplated taking in order to help serve the public interest in television programming. Among these were a broadening of the monitoring of television stations by the Television Code Affairs staff, plans to employ a professional research organization to expand the amount of actual monitoring of television programming in various areas, plans for a pilot study to determine public attitudes toward television programming and plans to enlarge the staff of the Television Code affairs department. All of these plans have been activated, and, at the same

TESTIFYING jointly for NARTB are (l to r) Tv Vice President Brown, President Fellows and Tv Code Director Bronson.

time, we have continued our activity in providing stations with all information coming to our attention in regard to suggestions for advancing the fight against juvenile delinquency in their respective communities. We have found the television broadcasters anxious to do their part in cooperating with any soundly organized campaign to reduce delinquency.

Mr. Fellows, referring to testimony by Comr. Hennock that the Tv Code was "good" but unenforceable, said Comr. Hennock's views on the Code and the operation of the FCC "are not shared by other commissioners." He said past and present FCC members have commended NARTB and the Code.

Sen. Kefauver, referring to results of a survey presented by NARTB in which a number of prominent educators and public officials could find no connection between tv and juvenile delinquency, asked Mr. Fellows why no evidence was presented on the opposite viewpoint.

The Kefauver reference was to testimony by Comr. Hennock that 7 out of 10 parents interviewed in a Gallup Poll believed television was responsible to some extent for juvenile delinquency. Mr. Fellows said he had not heard of the poll, but that NARTB regularly informs its members of criticism against tv programming, as well as that in favor of it.

Mr. Fellows said he was "not pleased" with some of the tv shows he had seen and criticized "block programming," a situation which he said had been improved in many cases by action of the Tv Code Review Board.

Sen. Kefauver told Mr. Fellows: "I think you have a good association. But I think you are

portrait of a market...

. . . FIVE O'CLOCK RUSH

. . . thousands of workers going home from jobs in Albany, Troy, Schenectady and 23 other cities of more than 10,000 population throughout 30 counties of Eastern New York and Western New England.

More than 419,000 families in this area turn to WRGB in Schenectady, N. Y. for their television viewing.

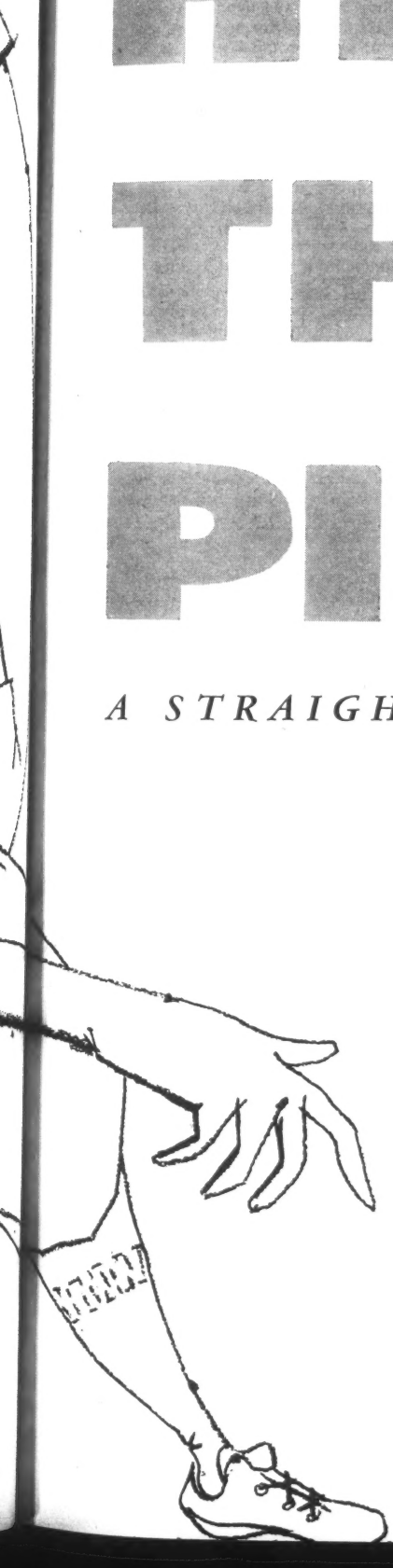
Represented Nationally by NBC Spot Sales

WRGB

A General Electric Television Station

HERE'S THE PITCH

A STRAIGHT ONE DOWN THE MIDDLE



You hear a lot about pitchers who throw screwballs, floaters, sliders and other unpredictable (and undependable) deliveries. At the end of the season, you can bet that the league leaders will be pros who can throw more down the middle, faster and truer, than the razzle-dazzle boys.

It's the same way with business publications. At the end of this or any season in radio and tv, BROADCASTING • TELECASTING will look best in the records. *For nearly a quarter of a century* B•T has been pitching 'em down the middle, harder, straighter than anybody.

If you want to sell *anybody* in the radio-television business, give your signal to the pitcher with the unexcelled record and the truest arm. Give it to BROADCASTING • TELECASTING, and watch B•T fire it unerringly across the plate with a zing they'll hear from Madison Avenue to Main Street.

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32 Colin Avenue

going to have to stay right on top of it; and it seems to me that you are going to have to take the gloves off and not just present the positive side to your stations and networks, but you are going to have to be critical and firm."

Edward H. Bronson
NARTB Tv Code Affairs Director

I am deeply appreciative of the opportunity to appear before this Committee and present to you the activities and progress of the Television Code Review Board of NARTB and the increasing influence of the Television Code since we reported to this Committee on Oct. 20 of last year.

A most important part of this activity is that of monitoring television programming and advertising. This activity conducted by the Code Board staff of NARTB falls into two categories. First, review of television network originations, and second, schedules offered by local stations in individual cities.

Network monitoring is conducted by three of the four Code Board staff members working at NARTB headquarters here in Washington and by four auxiliary monitors.

Our current schedule of network monitoring provides reports on approximately 260 hours of programming each month, 300% over the figure reported last October.

The second category, local station review, provides monthly reports on approximately 280 hours of programming and covers an average of 24 stations a month. In our last report we recorded 231 stations as subscribers to the Television Code. There are now 245 as well as all four of the national television networks.

For this second category of monitoring, the Code Review Board retains a nationally known and recognized research firm with monitoring facilities in over 200 cities to do the actual monitoring. This is an increase of more than 500% over the same activity five months ago.

A special monitoring program is now being conducted relating to children's programming and covering 22 stations in nine cities.

The Code Board staff has been enlarged to four fulltime persons working on the affairs of the Code Board and their administration. Also, plans are provided for additional staff personnel when needed for the Code Board's expanding activity. With regard to monitoring, however, the most significant growth is a result of retaining a national research firm to assist in this work and thus adding the services of more than 600 trained monitors in over 200 cities.

The Code Board staff has contacted nearly 140 producers and distributors of film for use on television, to acquaint producers and distributors with the Code, the activity of the Code Review Board and the need for care in development of the product they offer.

Personal visits by the director of Television Code affairs and his assistant, have been instituted and will be continued.

A concluding note should cover the pilot study of viewer attitudes the Television Code Review Board had in the field at the time we appeared before the subcommittee last October.

This survey was just what its name implies—a pilot study. It was conducted by a nationally known and accepted survey firm long active in broadcast survey work for the guidance and information of the Code Review Board and staff to determine what might be done along similar lines and in greater detail in the future. This pilot study now is being reviewed by a subcommittee of the Code Review Board for this purpose.

Mr. Bronson said the pilot study, by American Research Bureau, would be "firmed up in 30 days," and a report would be made to the subcommittee.

Joseph V. Heffernan
NBC Financial Vice President

As a responsible medium for the presentation of ideas, NBC is deeply conscious of its position in relation to social problems of the day. It does not turn its back on them. It welcomes an opportunity to help in their solution.

We have reflected this in the treatment of juvenile delinquency on our television network. We have dealt there on many occasions with this difficult subject. Our speakers have included distinguished public officials, judges, psychiatrists and criminologists. They have discussed juvenile delinquency or ways of combatting that problem in 151 programs or segments since the beginning of 1954.

Some experts on juvenile delinquency have suggested that a definite answer to the causes of juvenile crime can come only from a research project carried out on a very large scale and over a number of years by psychologists and sociologists attached to a university or foundation. They have said that such a project should deal broadly with the behavior patterns of children, and that it cannot confine itself to media influences, since other factors such as the influence of parents, economic conditions and world-wide tensions are clearly relevant.

If a university or foundation should undertake such a project we should be glad to supply information and cooperate with them.

We are opposed to government censorship and to any device by which government is empowered to check the expression of opinion. We believe that in the long run any attempt to

19,014,400
POUNDS OF SOAP!!

MR. SOAP MANUFACTURER–

Four pounds of your soap sold in a month to the homes in WGN's area would mean 19,014,400 pounds sold—more than 9,507 TONS!*

WGN reaches more homes than any other advertising medium in Chicago, and our *Complete Market Saturation Plan* has proven it can sell your products to these homes.

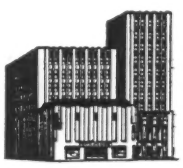
*Nielsen Coverage Service

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



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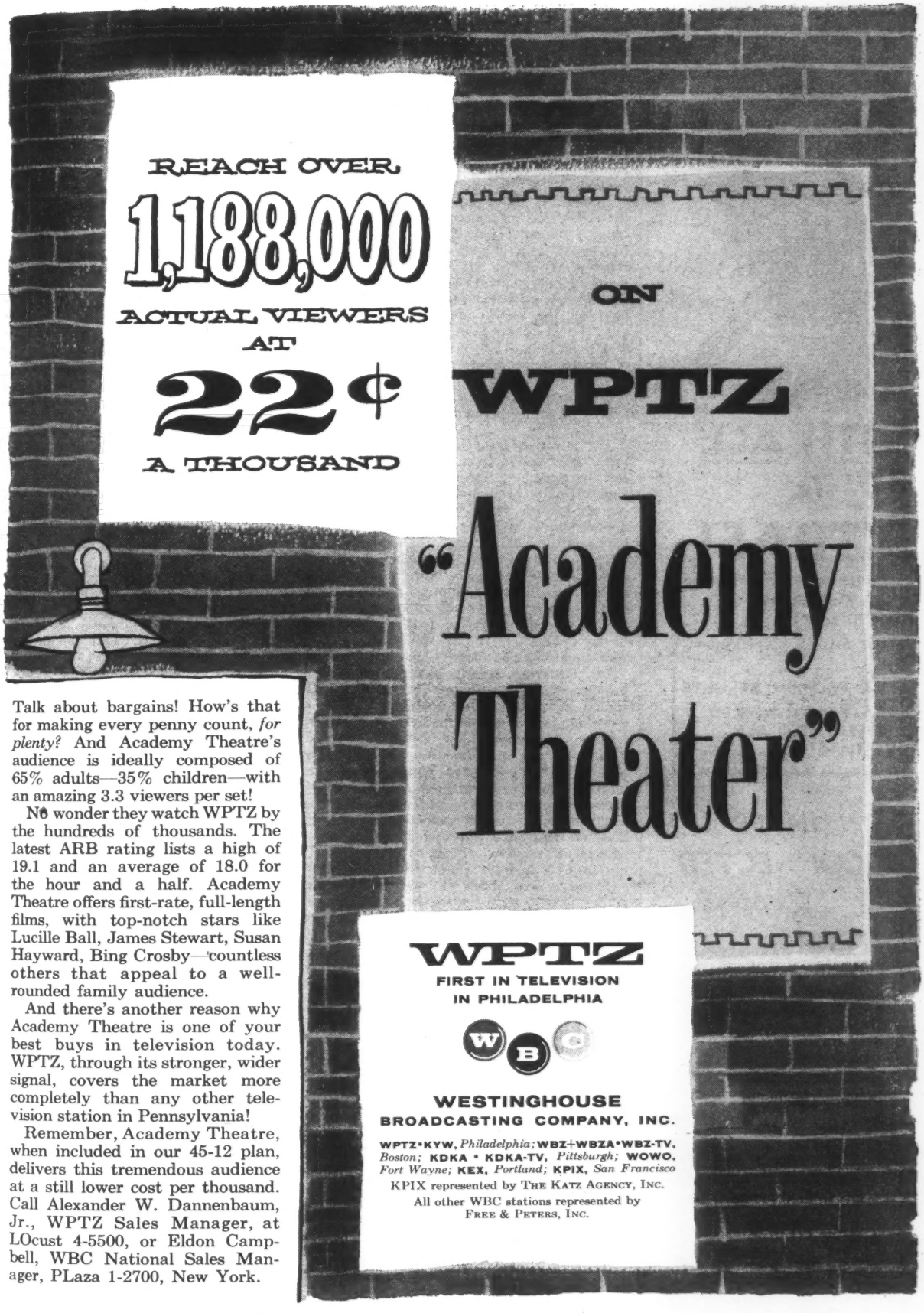


Talk about bargains! How's that for making every penny count, *for plenty?* And Academy Theatre's audience is ideally composed of 65% adults—35% children—with an amazing 3.3 viewers per set!

No wonder they watch WPTZ by the hundreds of thousands. The latest ARB rating lists a high of 19.1 and an average of 18.0 for the hour and a half. Academy Theatre offers first-rate, full-length films, with top-notch stars like Lucille Ball, James Stewart, Susan Hayward, Bing Crosby—countless others that appeal to a well-rounded family audience.

And there's another reason why Academy Theatre is one of your best buys in television today. WPTZ, through its stronger, wider signal, covers the market more completely than any other television station in Pennsylvania!

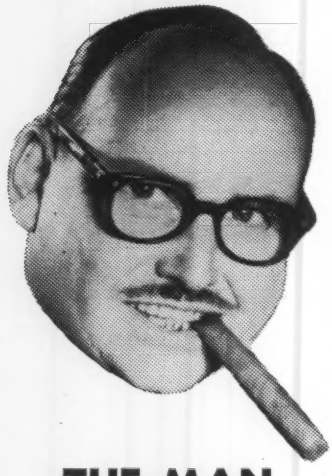
Remember, Academy Theatre, when included in our 45-12 plan, delivers this tremendous audience at a still lower cost per thousand. Call Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, at LOcust 4-5500, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WPTZ
FIRST IN TELEVISION IN PHILADELPHIA

WESTINGHOUSE
BROADCASTING COMPANY, INC.

WPTZ•KYW, *Philadelphia;* **WBZ+WBZA•WBZ-TV,** *Boston;* **KDKA • KDKA-TV,** *Pittsburgh;* **WOWO,** *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*
KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.

I'M JOE FLOYD . . .



THE MAN
WITH ALL
THE
EXTRAS!

- EXTRA COVERAGE (101,690 sets!)
- EXTRA SALES "KNOW-HOW"
- EXTRA PROVEN RESULTS
- EXTRA PERSONALIZED ATTENTION TO ALL ACCOUNTS

AND NOW INTER-CONNECTED For Even Greater Service to Advertisers

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.
JOE FLOYD, *President*
NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate

regulate program content by government decree will prove both unwise and unworkable.

In taking this position we feel it puts more, and not less, responsibility on the broadcaster himself. It puts the control over program content squarely up to him.

The adoption by NBC of its code of broadcast standards was a recognition of the responsibility we bear as a broadcaster. This system of self regulation, which the industry as a whole has followed in the industry code, is one alternative to government regulation of program content.

Another is the basic process of education itself. Our schools and colleges give substantial time to the encouragement of higher standards for books and literature generally, as they should. We have schools of journalism in many of our great universities. But television has already surpassed the printed word in its hold on the public mind. Should not our schools and colleges keep pace by striving in that field also to encourage higher standards of listener demand for television programs.

There is also the public itself. Our government does not tell them what to read. I don't believe it need tell them what to see or what to hear.

The direct program control exercised by the public itself will be as effective as it is informed and discriminating. Most of the metropolitan papers carry the daily logs of all television stations in their area. Parents are afforded an opportunity in this way to guide the viewing habits of their children.

The obligation to be discriminating attaches as well to the findings of those who make industry surveys. Broad, shotgun condemnations of an industry as a whole, without recognition of the superior programs produced by many in that industry, serve only to discourage those who have struggled to do something better.

Mr. Heffernan said he thought independent producers and distributors of films for tv should subscribe to the NARTB Television Code. He praised the testimony of Drs. Lazarsfeld and Maccoby.

Answering a question from Mr. Bobo on whether network-affiliated stations in a given market could agree to break up block programming of crime and violence shows, Mr. Heffernan said network competition is so fierce that "we hardly speak to each other." Such an agreement, he added, might be in violation of the antitrust laws.

Asked by Sen. Wiley why the same network program could not be made available to more than one station in the same market, Mr. Heffernan said the stations are competitive. He said Congress had intended for stations to be competitive and the only reason for a regulatory body (FCC) is to avoid electronic interference.

Frieda B. Hennock
FCC Commissioner

I know of no field where there is more important work to be done by the Senate than in juvenile delinquency, and the attention this Committee is giving to this crucial problem is most timely. Nowhere can this Committee be more effective in stemming the excessive, concentrated and exaggerated portrayal of crime and violence than in radio and television.

Broadcasters who apply for station licenses and for license renewals are required to report in detail the percentage of time devoted to different types of programs such as entertainment, religion, news, education, discussion, etc. The objective is to ensure balanced programming responsive to the needs, interests and tastes of the communities served by the licensees.

In addition to the foregoing, the FCC should impose a new requirement for reports by broadcasters of the incidence of acts and threats of crime and violence on all programs throughout the broadcast day. Moreover, the FCC should pursue a rigorous policy of refusing renewal of the licenses of offending stations which disregard their public service responsibilities by continuing to victimize immature audiences with a concentrated and profuse deluge of crime, brutality, sadism and outright murder.

The programming standards set out in the Code of the NARTB are excellent, but they have little effect on programming as the Code is voluntary and the NARTB is not in a position to enforce it effectively. The networks supply a large amount of tv programming and should be held responsible for its quality. The profusion of crime and violence in tv films mounts continuously.

In addition, I urge the following steps:

1. Women's organizations and all other civic, educational, welfare and religious groups should supplement the activities of established monitoring organizations in viewing and listening to tv and radio programs. All such groups should press the stations, the networks, the program sponsors and the FCC itself to bring to a halt the broadcast of pernicious programs which are making a significant contribution to the rise of juvenile delinquency.

2. These public service groups should study the reports of the FCC licensees, note the incidence of acts and threats of crime and violence and file complaints against offending licensees.

3. A National Radio & Tv Children's Week should be proclaimed during which there should be an evaluation of all radio and television programs in terms of their suitability for children.

4. An alert and articulate public should, as of right, present positive and constructive suggestions to licensees and sponsors as to its radio and tv program preferences for adults and children alike. The public should no longer take its radio and tv programming for granted, or continue to accept passively anything the networks and broadcasters choose to offer.

5. Since radio and tv operate in the public domain, the FCC should set up proper programming standards for both as soon as possible, and ensure their implementation by rigorous enforcement.

6. And finally, the 252 channels reserved for educational television afford an unprecedented opportunity for guiding the young and enriching the lives of all. Such noncommercial stations should be built immediately. They could arouse and stimulate interest in the arts, music, history, literature and science, to an extent heretofore unknown. Moreover, these stations can be built at a most reasonable cost and operated very economically.

Comr. Hennock cited surveys in New York and Los Angeles which indicated a heavy incidence of violence in children's programming. She said a recent nationwide Gallup Poll showed 7 of each 10 parents questioned thought radio-tv mystery and crime programs could be blamed for teenage crime.

She proposed that the FCC initiate "immediately" hearings to assemble facts, affording the public, broadcasters and others opportunity to comment. The FCC then, she said, should announce adoption of a firm policy against future license renewals of broadcasters who persist in programming an "unbalanced fare of violence."

Miss Hennock said the FCC decided in 1950 to call a conference to act on excess commercials, programming, etc., but the FCC has been busy getting tv stations on the air. She said her proposed hearing could be carried out "in short order" by a rule-making proceeding. "We can send questionnaires and have witnesses to collate facts and then we should announce immediately in a policy of what we

"Man, this ain't no bandwagon . . . it's a rocket ship."

"Hang on son! No plain, old-type bandwagon for us, but a real super-sonic KATV space job with 85 out of 113 hours sold to sharp, sales-happy advertisers!"

"85 of 113? There's gotta be a reason."

"Reasons, man, REASONS! Look at the market, look at the audience, the facilities, the programming, look at . . . ."

"Man, I'm looking, but you're going too fast."

"It's a fast bandwagon, son . . . because no other station can give you so much in the heart of the rich Arkansas market!"

"I'm gonna jump on the KATV bandwagon and ride to the top in Arkansas!"

Studios in Pine Bluff & Little Rock

Jump on with:
Bruce B. Compton
Nat'l Sales Manager

KATV
CHANNEL 7

John H. Fugate, General Manager
620 Beech Street, Little Rock, Arkansas

Jump on with:
Avery-Knodel, Inc.
National Reps.

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Now the people in Houston and surrounding areas have proven us right, and by their votes have selected

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The Listeners' Choice!

A recently completed, Philco-sponsored contest found this popular K-NUZ disc jockey to be Houston's favorite, chosen from personalities of seven Houston stations.

NAT'L REP.—FORJOE AND COMPANY
In Houston Call—Dave Morris, Ke-2581

K-NUZ Radio Ranch

think is good and bad in tv programming," she said.

William A. Wood
General Manager
Educational WQED (TV) Pittsburgh

WQED (TV) is nonprofit, noncommercial and dedicated to the use of television for educational purposes. WQED is supported financially by foundation grants . . . funds from the public schools and contributions from the general public in the southwestern Pennsylvania community.

WQED seeks to serve its community in somewhat the same way the community is served by its schools, its universities, its art galleries, its libraries, its symphony orchestra, its legitimate theatre.

WQED does not claim any exclusivity in what it is doing. Some of the finest educational tv programs are on commercial air. But whereas such programs must occupy a small part of the total program schedule on a commercial station, such programs are the totality of our schedule.

How does what WQED does relate to the question of juvenile delinquency today?

A recent poll taken by the U. of Pittsburgh indicates that the juvenile delinquency problem is considered to be of primary importance by the people of our community. That is all we need to know. Then it automatically takes a priority as we plan our whole program schedule.

We try to give a positive motivation to all our programs. Since we are not under the compulsions of a business with time for sale, we have no reason for existing unless we offer such motivations.

School programs make the educational experience richer and more stimulating to youngsters. Appreciation shows such as good music, ballet and art motivate worthwhile interests and pastimes, courses in History, English, Science, enable people of various ages to improve their minds and better their positions in life. And programs in family relations, scout training, presenting teen-age views and activities and home crafts and hobbies are all designed as direct deterrents of delinquency.

The WQED program which should be of great interest to this committee is a daily hour long offering at 4:30 every afternoon on ch. 13 known as *The Children's Corner.*

Its audience ranges in age from 2 to 12 years. It counts an extraordinary number of adult viewers and its rating in the Pittsburgh area is 30% of the available television audience.

On *The Children's Corner* there has never been an act of violence of any kind. There are no cowboys, Indians or space men. Adult conflict has no place there. The audience is there though. The show receives 4,000 letters a week.

Learning is dispensed throughout this hour of programming, even though it is not for learning that the kids tune it in. They learn numbers, how to tell time, some words and phrases in French, simple nursery songs, creativeness through art contests, poetry, zoology with live creatures, home hobbies and crafts, children's stories . . . instruments of the orchestra and even a little juggling and prestedigitation.

An audience on shows like this is steadily exposed to actions and ideas and truths which would be patently incapable of having any detrimental effect on it, and there is some indication they have a salutary effect on the youngsters at the other end. I do not by saying this mean to take any position against other tv programs for youngsters at all, but we are finding that it is good to offer this kind—to have it there if the kids want it and in Pittsburgh they want it.

Dr. Paul F. Lazarsfeld
Professor of Sociology, Columbia U.

Dr. Lazarsfeld said three factors are to be considered in studies of tv's effect on children: (1) Academicians—"We need a push to study the effects of tv." He said academic organizations require funds, most of which come from foundations. (2) Foundations—"They feel that permanent direction of a study never should be left to the academicians;" but no foundation has dared to do the necessary investigations of television, although they played many roles in formulating code standards for radio and the movies; that foundations have been made timid by last year's investigations by a House group investigating tax-exempt foundations. (3) Radio-tv industry—The industry spends more on research, but its money has to be spent "close to its operations."

He said there is a great need for new and untried programs. "But who could write them?" he asked, "and what would the poor children do if they had to listen to 'good' programs?"

He noted that as children grow older their tastes change to programs intended for a higher age group, thus outgrowing and ignoring the very programs claimed to be harmful. He also asked how these undesirable programs get on the air. "No one thinks the manufacturer (sponsor) is trying to corrupt children."

Dr. Lazarsfeld said everyone overlooks the tremendous amount of material used by television. There are not enough good people to get good shows on the air, he said. He warned against using research as a panacea, saying that "taste" cannot be settled by research. He felt there is a danger research is being used as an alibi.

He made three suggestions: (1) that the subcommittee use its influence to get the National Research Foundation to do research (in the name of science), calling it "measurement of facts," and extending the work to the "present problems"; (2) that such promotion and planning activities as "White House Conferences" be held to stress the problem, and (3) that efforts be made to stop witch-hunting among foundations by congressional committees.

He said he "competes" with tv in his own home by playing "chamber music" and by talking with the children.

Dr. Eleanor E. Maccoby
Harvard U. Social Relations Department

I have been asked to testify this morning on a study of television and children which we did in Massachusetts some four years ago, about our more recent work, and the bearing of our findings on juvenile delinquency.

In the study done in Cambridge, Mass., in the winter of 1950-51, we worked only with families who had children between the ages of 4 and 17 (inclusive). We talked to 32[illegible] mothers, and these mothers had 622 children.

An important question about television in children's lives is this: What does it take the place of? When we compared children who had tv with those who did not, we found that about a third of the tv time apparently comes from the other mass media. That is, the children cut down on their reading and radio listening in order to watch tv. But it isn't an even trade. The extra time is taken from outdoor play, hobbies, helping around the house, and some from sleep.

Now what about the effects of tv on family life? It has been said that Henry Ford scattered the American family and tv brought them back together again. Our study found that there was considerable truth in this: the total amount of time children spend with members of their

Ruth Randall

The school teacher who owns an oil company

RUTH RANDALL teaches Latin at San Bernardino High School, San Bernardino, California.

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16.8% we paid to our 8700 employees as wages and benefits.

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68.2%—by far the lion's share—we divided among more than fifteen thousand other companies and individuals with whom we do business.

This left us net earnings of 10.2%. From which we paid shareholders like Miss Randall 4.5% as dividends for the use of their money, and reinvested the remaining 5.7% in necessary expansion and modernization of facilities.

We hope Miss Randall is pleased with this report. We are certain she should be pleased with herself. For in wisely investing in American industry for her own security, she has helped to create a higher standard of living for everyone.

* * * *

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company of California, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

family does go up when the family gets tv. But what about the *quality* of the time family members spend together? When they are all watching television, there is a minimum of talk.

One final point about this question of family influence: when children are watching tv with their parents, the parents may not be exercising much active influence in the sense of guidance and instruction, but at least they know where their children are.

I would like to discuss now the question of the effects on children of the kind of thing they see on tv programs. May I say at the outset that this is a question about which we have very few solid facts.

The first question we must ask ourselves is why children are so interested in tv in the first place. There are many reasons, of course, including a natural and healthy curiosity about the outside world. But one motive is a desire for escape from unpleasant situations in real life. We have found that the children who spend the most time watching tv are the children who are most severely punished by their parents, whose parents are not particularly affectionate toward them, and who are subject to many restrictions on their freedom of action in the house.

There is no doubt that children pick up all sorts of content from the programs they watch. We have found that if a child is angry or upset when he sees a movie, he is more likely to remember the aggressive content a week later.

I have been talking about how children can have aggressive feelings aroused or quieted by tv programs. We must not overlook the fact that a child can also learn from tv that wrongdoing will be punished. Some of the things he learns from programs, in other words, may operate to inhibit aggressive activity by providing the child with warnings about the possible consequences of his actions.

May I say that it has been a sobering experience for me to be asked to give "expert" testimony to the members of this committee about the kind and amount of influence tv has on children. I have been forced to take stock of what we know and the amount is not impressive. Scientific knowledge accumulates slowly, and tv is very new.

Dr. Ralph S. Banay
Columbia U. Research Psychiatrist

Abstract of the testimony of Ralph S. Banay, M.D., psychiatrist consultant to the Bureau of Prisons of the Department of Justice, editor of *The Journal of Social Therapy* and author of *Youth in Despair*.

Most children nowadays spend several hours watching their [tv] set, sometimes indiscriminately without supervision of parents or their selection of their program to be viewed. Frequent knob turning by children usually leads to a presentation which is saturated with action, fights, gunplay, murder or other manifestations of violence. A subconscious identification with the personalities and events of the show make the children more susceptible to permanent impression, suggestion and conditioning effect of these presentations.

Children might even see the images out of sequence as isolated events, paying no heed to the conception of the good being rewarded and the evil punished. They might be under the spell of the drama and absorbed so completely that their own aggressive tendencies become activated not just in fantasy life, but in reality.

Exposing them to persistent viewing of violence and creating false images and conceptions of life and its mores and customs we allow an unfavorable subconscious conditioning of children in our homes by an instrument which could be under different circumstances the most progressive and unlimited disseminator of culture, education and moral conditioning.

Mrs. Louise S. Walker
Audio-Visual Education Supervisor
Montgomery County (Md.) Schools

Mrs. Walker described efforts of educational groups in the District of Columbia area to get ch. 26 (Greater Washington Educational Tv Corp.) on the air. She said commercial stations have aired some in-school programs, but this method is not entirely satisfactory since the educator is never sure of the time because it is "changed frequently," and because there is little time for rehearsal. Commercial stations, she said, are not very conversant with educational methods.

FREE CAMPAIGN TIME ADVOCATED BY HENNOCK

FCC commissioner urges that Senate prod FCC to see that time is released by stations.

FCC Comr. Frieda B. Hennock last week said she thinks candidates for Congress should get free time on radio-tv for campaigning.

Testifying before the Senate Juvenile Delinquency Subcommittee (see story, page 79), she urged that the Senate "call on the FCC to see that this time is released."

When the subject was brought up by Sen. Alexander Wiley (R-Wis.), a member of the subcommittee, Comr. Hennock said, "You should get together in the Senate and call on the industry and the Commission and see to it this time is released to the people to bring them their candidates."

She suggested that Sen. Wiley get up on the Senate floor and "alert brother senators to the problem," so the Senate can send a resolution to the FCC and "call on the industry to find how much time is available for all parties to use in political elections and throughout the year."

She asked the Wisconsin Republican, who comes up for re-election next year, to wire stations in his home state asking for free time, and if they refuse, "I will take it up with the Commission and we will be in touch with the licensees."

Sen. Wiley had commented that tv was "prohibitive to the poor man," adding that a group backing a candidate could corner all available time.

Sen. Estes Kefauver (D-Tenn.), subcommittee chairman who presided at the hearing, afterward told a reporter he thought "there should be a larger allocation of public time." He said tv expenses are "so terrific that it gives the advantage to the fellow with a lot of money."

The Senate Elections Subcommittee, headed by Sen. Thomas C. Hennings (D-Mo.), will hold hearings tomorrow (Tuesday) and Wednesday on a bill to increase campaign expense ceilings. Representatives of the radio-tv industry have been invited to testify. Hearings also are scheduled April 19-20 and 26-27. Broadcast representatives have been invited to appear at one of the later hearings.

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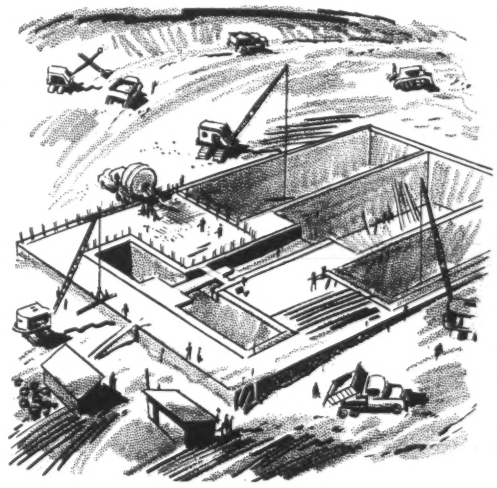

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BIG PLANS FOR ELECTRIC TOMORROWS IN THE MAKING! THE ELECTRIC COMPANIES HAVE DEVELOPED PLANS FOR POWER DAMS AT IDAHO'S HELL'S CANYON, ON COOSA RIVER IN THE SOUTH, ON RIVERS IN CALIFORNIA AND OTHER AREAS. THEY CAN DO THESE BIG JOBS CHEAPER AND SOONER THAN THE FEDERAL GOVERNMENT COULD.

NEW ELECTRIC HELPERS FOR BETTER LIVING! RESEARCH KEEPS BRINGING YOU EXCITING NEW PRODUCTS—LIKE THE ELECTRIC HEAT PUMP THAT PICKS UP HEAT FROM WATER OR AIR TO KEEP YOUR HOME WARM IN WINTER, AND REVERSES ITS OPERATION FOR SUMMER COOLING.

"YOU ARE THERE"– CBS TELEVISION
–WITNESS HISTORY'S GREAT EVENTS

PLENTY OF LOW-PRICE ELECTRICITY IS FLOWING TO AMERICA FROM ELECTRIC LIGHT AND POWER COMPANIES... **BUT** CERTAIN PERSUASIVE GROUPS STILL WANT TO PUSH THE FEDERAL GOVERNMENT FARTHER AND FARTHER INTO THE ELECTRIC BUSINESS...EVEN IF THAT MEANS A WASTE OF TAX DOLLARS AND A SOCIALISTIC U.S.A.

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Yes, Indiana's most popular dawn-to-dusk station has been beaming *music* and *news* every half hour to its satisfied, responsive audience . . . and now . . . with a giant 5000 watt punch . . . it blankets an immense new territory! The most ultra-modern sound transmission available, plus listeners who *listen* and listeners who buy—makes WXLW the best time-buy in all Hoosier land!

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THE HOOSIER STATE'S
GOOD-TIME DAY-TIME STATION

LAMB BID TO DROP BRIBE ISSUE DENIED

Commission says the Lamb charges are 'grave' and necessary to the proceeding. In testimony, WICU (TV) owner repeats denial of Red ties.

FCC REFUSED last week to eliminate from its license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., the issue concerning charges by Mr. Lamb that Commission employes caused at least one bribe to be offered to secure false testimony against him.

Turning down a petition by Mr. Lamb's counsel seeking deletion of the issue [B•T, March 7], the Commission said the issue "contains certain grave charges made by Edward Lamb, the facts with respect to which are material and necessary of development in the said proceeding."

The renewal hearing presently is in recess until April 18, when Mr. Lamb will resume his appearance before Examiner Herbert Sharfman to answer questions by the FCC Broadcast Bureau. He has appeared for two days thus far [B•T, April 4]. The case has been underway since last September. Primary issue involved is whether Mr. Lamb lied when he told FCC he never had communist ties. Denying the charges, Mr. Lamb has called the hearing a "political frameup."

In refusing to eliminate the bribe issue, FCC concluded its hearing is concerned with Mr. Lamb's qualifications as chief stockholder in WICU "and that the factual basis for the aforementioned charges is relevant to a determination of such qualifications, and is therefore relevant to the question whether the grant of the application herein would be in the public interest, convenience and necessity."

WICU had explained to the Commission that the issue "relates solely to averments made in a certain complaint filed by the applicant in the U. S. District Court" last summer. The court suit was an unsuccessful effort to halt the FCC hearing and now is under appeal, hence WICU felt inclusion of this issue in the matters set for hearing before FCC might involve prejudicial premature disclosure of evidence in advance of the court trial.

Earlier, Examiner Sharfman refused a companion motion by WICU asking immediate termination of the case and renewal of license on the ground the Broadcast Bureau had not presented any evidence worthy of reply [B•T, March 21].

At a Saturday session before Examiner Sharfman on April 2, Mr. Lamb repeated his earlier testimony that he did not recall ever being a member or advisor of the International Labor Defense nor member of the American Committee for the Protection of the Foreign Born.

He also did not remember making any contributions to those organizations, but after the Broadcast Bureau introduced income tax returns for 1944-46 showing he did contribute in those years, Mr. Lamb thanked the bureau for the copies and for refreshing his memory. He noted the organizations were "perfectly legal" at that time.

FCC also referred to an affidavit to the Commission showing Mr. Lamb's contributions to various groups from 1944-54, prepared by a member of Mr. Lamb's staff and legal counsel, which did not disclose the contributions to the two organizations. Mr. Lamb said he thought the affidavit may have been prepared from check stubs, indicating the contributions might have been cash.

At one point during questioning about the contributions, Russell Morton Brown, counsel for Mr. Lamb, pointed out that his co-counsel, ex-U. S. Attorney General J. Howard McGrath, "suggests that at this time the International Labor Defense was an organization for which the Bureau of Internal Revenue was accustomed to allow deductions from income tax returns, so you, of course, will recognize that the Attorney General's list of 1947 hadn't come into existence at the time."

Mr. Lamb, upon being shown a summary of proceedings of the sixth national convention of the American Committee for the Protection of the Foreign Born, in Cleveland in May 1942,

WITNESS LAMB
Gets his day in court

recalled that he did preside at one session, but it was noted that the late Wendell Willkie, Harold Ickes and other prominent people also were identified as taking part and President Roosevelt sent a message of greetings.

Mr. Lamb, recalling Mr. Willkie was the Republican Presidential candidate in 1940, commented, "I can tell you a great deal of that connection, if you like. For Wendell Willkie, I wrote several of his speeches."

Natvig Counsel Moves To Dismiss Perjury Charges

MOTION to dismiss a nine-count perjury indictment against Mrs. Marie Natvig, controversial turn-about witness in FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was filed last week in the U. S. District Court for the District of Columbia by Mrs. Jean P. Dwyer, Legal Aid Society counsel for the 51-year-old Miami Beach divorcee.

The motion, charging the allegations in the indictment were "vague," "repetitious" and "ambiguous," asked for postponement of the trial, scheduled April 25 in Washington, and requested that the case be heard in another district. The pleading claimed that a fair trial of Mrs. Natvig at this time would be impossible because of the "tremendous publicity" she has received. Removal of the case from Washington was asked on the ground that most juries there are composed of government workers.

Part of the allegations of the indictment concern Mrs. Natvig's charge that FCC counsel coerced her into testifying falsely against Mr. Lamb. She presently is free under $2,500 bond. Court argument on the dismissal motion is scheduled April 18.

UHF TV STATIONS ASK UNMIXED STATUS

WJPB-TV Fairmont, W. Va., seeks vhf, while WNAO-TV Raleigh, N. C., and KVDO-TV Corpus Christi, Tex., urge all uhf in their respective markets.

ON THE HEELS of the FCC's first move to consider de-intermixing uhf and vhf tv in four markets [B•T, April 4], petitions were filed with the Commission last week to renew earlier pleas that Corpus Christi and Raleigh-Durham be made all-uhf areas and another asked that educational ch. 5 at Weston, W. Va., be reassigned for commercial use at Fairmont.

Ch. 35 WJPB-TV Fairmont, now suspended, told FCC it has suffered "severe competition" from vhf stations at Steubenville, Ohio, Pittsburgh and Wheeling, W. Va. Noting educational ch. 5 has not been put to use, WJPB-TV said it has received "upwards of 5,000" cards, letters, calls and petitions to resume operation on ch. 35 or switch to ch. 5.

Ch. 28 WNAO-TV Raleigh petitioned the Commission to place educational reservations upon ch. 11 at Durham and ch. 5 at Raleigh, requiring ch. 11 WTVD (TV) Durham to switch to ch. 40, presently carrying an educational reservation. At Raleigh, ch. 22 now is reserved.

WPTF and WRAL, contestants for ch. 5 at Raleigh, presently are awaiting an examiner's initial decision on their bids.

At Corpus Christi, ch. 22 KVDO-TV there, the only tv outlet on the air in that market, renewed its petition of last fall asking that the city be made an all-uhf area. Initial decisions have been issued by the FCC proposing grants for the two vhf channels assigned there.

KRIS Corpus Christi is favored for ch. 6 in one initial ruling while KSIX there is favored for ch. 10 in the other.

Four Markets Considered

In its first move toward de-intermixture of certain markets a fortnight ago, the Commission ordered rule-making proceedings to shuffle channels at Evansville, Ind., Hartford, Conn., Peoria, Ill., and Madison, Wis. FCC would make them all-uhf areas and called for comments by May 2.

The move came only three weeks after the Commission told the Senate Interstate & Foreign Commerce Committee that it was considering "selective" de-intermixture. This was in FCC's reply to the Plotkin and Jones reports [B•T, March 21].

Reviewing FCC's allocation plan in West Virginia, WJPB-TV pointed out that Clarksburg's ch. 12 (WBLK-TV, under construction) and Weston's educational ch. 5 "are the only vhf stations in an area stretching from Charleston on the south to Wheeling in the north, to Columbus, Ohio, in the west and Harrisonburg, Va., in the east, with an estimated population of 750,000. In its allocation plan the Commission did give consideration to other central West Virginia communities such as Fairmont and Clarksburg with uhf channels."

WJPB-TV argued that "only in Fairmont was any broadcaster willing to take the calculated risk necessary to pioneer uhf television under the allocation plan set up by the Commission. That uhf pioneer was your petitioner. WJPB-TV in face of severe competition offered by

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"LITTLE LEAGUE" COST

THE SESAC TRANSCRIBED LIBRARY

THE BEST MUSIC IN AMERICA

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vhf stations in Pittsburgh, Steubenville and Wheeling, whose signals are amplified and carried over the Fairmont-Clarksburg Tv Cable Co. community antenna systems to more than 5,000 homes in the area, was able to stay on the air for one year, despite local advertisers' reluctance to advertise because WJPB-TV was not on the cables and the national advertiser's prejudice against uhf television."

With suspension of its ch. 35 service, WJPB-TV pointed out that "many thousands of viewers are without adequate and in many instances any television service, despite the great sums of money expended in purchasing television receivers, converters and other equipment to receive WJPB-TV.

"Most of these viewers and owners of television receivers are in the lower or medium income brackets whose livelihood, in the main, is derived from the depressed coal industry and cannot afford to pay the high installation charges ($137.50) and monthly rental fees ($3.75) necessary to connect with the Fairmont-Clarksburg Tv Cable Co."

WJPB-TV told the Commission that if it reassigns ch. 5 for commercial use it will "immediately file" for a station with studios in Weston and an auxiliary studio in Fairmont. It would locate its transmitter and tower "in the best possible site to cover Weston and an area serving more than three-quarters of a million persons" and would afford West Virginia Research Center Inc. (whose original pleading secured reservation of ch. 5 at Weston) and all other educational groups "a minimum of 25% of the station's air time without cost or restrictions to the educators."

WJPB-TV further agreed to allow West Virginia Research Center after two years to purchase the station "at a price to be agreed upon by an unbiased group of television consultants and appraisers selected by the educators and WJPB-TV."

At Corpus Christi, KVDO-TV told FCC that "in view of the recent action of the Commission in instituting rule-making proceedings looking toward de-intermixture in Peoria, Evansville-Hatfield, Madison and Hartford, it is clear that the Commission is required to grant" its petition too.

"Corpus Christi presents a classic situation for the aplication of the principles to be considered in the rule-making proceedings referred to above," KVDO-TV argued. "Clearly, if de-intermixture is to be based on principle, the Commission cannot pick and choose the communities in which the uhf situation will be corrected. Where, as here, a proper petition has been filed, the Commission is required to apply its allocation principles with consistency and fairness to all communities."

Classic Situation

KVDO-TV contended that in the case of Corpus Christi, the two vhf channels assigned there can be used for reassignment in other areas "in a more efficient and equitable manner than any of the other proposals for de-intermixture." The uhf station noted both chs. 6 and 10 "can be reassigned in areas which presently are without television service and which almost certainly will continue to be television white areas if vhf channels are not made available to them."

KVDO-TV noted ch. 6 particularly could be switched to several cities in western Texas "which do not lie within even a Grade B coverage contour of a television station. Ch. 10 may be reassigned in the area surrounding Victoria, Tex., which also is a substantial tv white area. It is to be noted that during the allocation proceeding the Commission denied a request for the assignment of a vhf channel to Victoria."

In other words, KVDO-TV contended, if the two vhf channels are allocated elsewhere as proposed, "television service will be made possible for the first time in other parts of the United States and at the same time healthy and competitive television service will be provided in the Corpus Christi market."

In its Raleigh-Durham de-intermixture pleading, WNAO-TV pointed out that it began operation in mid-1953 "when no other dependable, local television service was available" and today estimates there are 125,000 sets there capable of receiving uhf. The public investment in uhf amounts to more than $25 million, the station said.

Arguing for de-intermixture, WNAO-TV claimed "it has been shown in many cities that a uhf station cannot compete successfully with two or more vhf stations and that such competition usually results in the termination of the uhf service to the public.

"Because of the great number of recent failures among uhf stations directly attributable to vhf domination of competition, the Commission should again consider whether its present basis of allocation of vhf and uhf stations in the communities of Raleigh and Durham will serve the public interest and whether uhf television will be able to survive and compete effectively in the market."

Since filing its previous petition for de-intermixture, WNAO-TV said it has operated for more than six months in competition with ch. 11 WTVD (TV) Durham and contended the effects of the vhf service "have been greatly detrimental to uhf. Since the commencement of vhf operation at Durham, several television set dealers have promoted the sale of vhf-only receivers, advertising that the public may receive television service without buying all-channel equipment. Following the destructive Hurricane Hazel in October 1954, many set owners did not replace their uhf antennas because of the promotion of vhf service in this manner."

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more **NEWS**
more **OFTEN**

Wcue

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TIM ELLIOT, *President*

John E. Pearson Co., National Representatives
after February 10, 1955

KXLA Ruling Issued

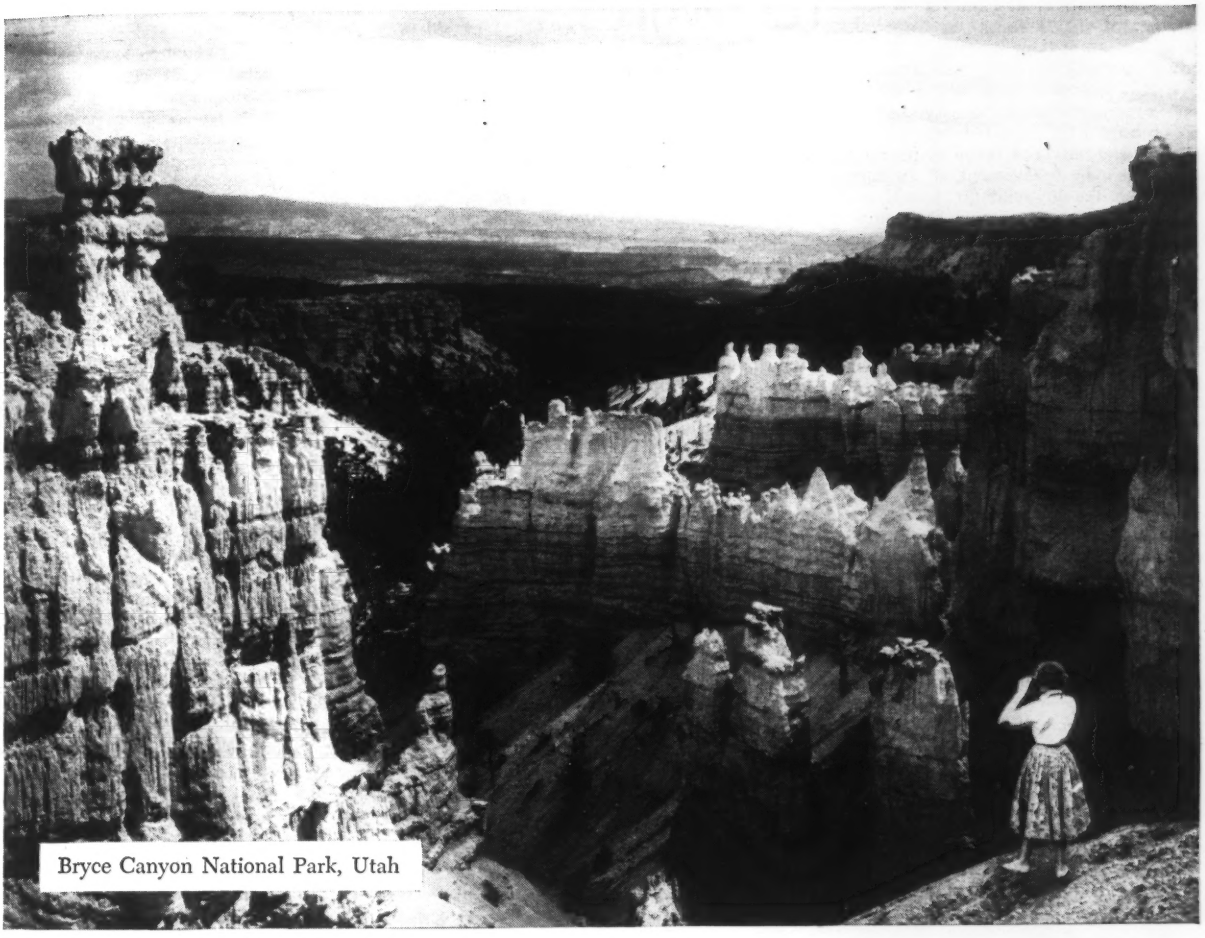
BECAUSE of a condition in its 1948 grant that it must protect Class I-B KFAB Omaha, KXLA Pasadena, Calif., would be required to reduce its nighttime power from 10 kw to 1 kw, according to an initial decision announced last week by FCC. KXLA is assigned 10 kw full-time on 1110 kc, directional. Stemming from a hearing ordered in 1950, the initial ruling would require KXLA to submit an application within 60 days covering the nighttime power reduction. KFAB is assigned 50 kw on 1110 kc, directional night.

Uhf WKNY-TV Allowed Move to Lower Channel

TWO UHF STATIONS lost their pleadings for lower uhf channels last week but ch. 66 WKNY-TV Kingston, N. Y., convinced FCC that its technical troubles were sufficient to merit approval of its bid to switch to ch. 21 at Poughkeepsie.

The Commission turned down a petition by ch. 61 WHUM-TV Reading, Pa., for change to ch. 15 and refused a request by ch. 41 KCOR-TV San Antonio for change to ch. 14.

In the WKNY-TV action, the Commission granted immediate substitution of educational



Bryce Canyon National Park, Utah

"A Mighty Tough Place To Find A Stray Cow"

There it lay at his feet – a chasm three miles long and a thousand feet deep – with myriads of fantastically shaped spires and turrets, towering in flaming array. And Ebenezer Bryce, viewing for the first time the horseshoe-shaped basin that now bears his name, is reported to have said, "A mighty tough place to find a stray cow."

Today Bryce Canyon National Park is still a tough place to find a cow. But among its bright-colored formations you'll find delight for the eye and food for the imagination. Here you can ride the breath-taking Rim Road, called "the most colorful 20 miles in the world," or go below the rim to places as colorful as their names – Silent City... Peek-a-Boo Canyon... the Queen's Garden.

Geologists will tell you this is erosion at work, with frost, snow and rain patiently sculpturing the soft rocks of Utah's Pink Cliffs. The less scientific have called it music frozen in stone. The music wasn't identified. It could be "America the Beautiful."

Sinclair Salutes the National Grange

Founded in 1866, the Grange is the oldest and largest farm fraternity in the world and has always had a natural interest in conservation and in our National Parks. With headquarters at 744 Jackson Place, Washington, D. C., this organization for many years has been active in promoting soil and water conservation for the farming lands upon which our economy depends. We salute the Grange for its part in creating in Americans the understanding and cooperation so necessary to accomplish this worthy objective.

MOTORISTS – if you would like to visit the National Parks, the Sinclair Tour Service will help you plan your trip. Write: Sinclair Oil Corporation, Sinclair Oil Building, 600 Fifth Avenue, New York 20, New York.

SINCLAIR
A Great Name in Oil

ch. 27 for reserved ch. 21 at Hanover, N. H., and substitution of ch. 75 for 27 at Concord, freeing ch. 21 for use at Poughkeepsie. WKNY-TV is located midway between this city and Kingston.

Recalling precedent cases to support its WKNY-TV ruling, FCC noted Hanover and Concord "are apparently not ready to proceed immediately with the establishment of uhf television stations on the lower uhf channels assigned to them. It is expected that the equipment problems connected with operation on higher uhf channels will be eliminated by the time such communities are ready to proceed with television." Making the changes now will "provide for a more effective utilization of available facilities," FCC said.

WKNY-TV sought the change, FCC explained, "due to certain technical difficulties" on ch. 66. FCC noted "the station has been unable to operate with full power and that as a result of this and other equipment problems it has not been able to cover its contemplated service area with the necessary signal strength." WKNY-TV will retain its present site.

KCOR-TV San Antonio, still in the construction stage and proposing a Spanish-language operation, sought to acquire use of ch. 14 by substituting ch. 30 for 14 at Seguin, Tex. In its denial order, FCC noted Seguin organizations protested the switch, including KWED there.

The order said the channel switch must be refused as long as some interest in tv is found in Seguin and also concluded KCOR-TV "has not established . . . that operation on ch. 41 in San Antonio at this time will be unsatisfactory.

FCC PROPOSES 3 VHF GRANTS

Seattle, Omaha and Jacksonville, Fla., initial decisions are issued by Commission.

PROPOSED vhf grants for Seattle, Wash., Omaha, Neb., and Jacksonville, Fla., were announced last week by FCC in three separate initial decisions by hearing examiners.

The initial decision for Seattle would authorize ch. 7 for Queen City Broadcasting Co. (KIRO-AM-FM), while denying competing applications of KXA Inc. (KXA) and Puget Sound Broadcasting Co. (KVI).

At Omaha, proposed grant for ch. 7 would go to Herald Corp. (World Publishing Co.) with a denial to the rival application of KFAB Broadcasting Co. (KFAB). World publishes the *Omaha World-Herald*.

In Jacksonville, the ch. 12 grant is favored for Jacksonville Broadcasting Corp. (WPDQ). In the same ruling denials were proposed for competing City of Jacksonville (WJAX-AM-FM) and Florida-Georgia Television Co.

Florida-Georgia is headed by George H. Hodges and Alex Brest, Jacksonville contractors, 26% interest. A 19% interest is held by Harold S. Cohn, owner of WRHC Jacksonville, and among other stockholders are Mitchell Wolfson of WTVJ (TV) Miami with 5% plus voting control over another 10% held by Wolfson-Meyer Corp.

In the Seattle ch. 7 proposed grant, FCC Examiner Thomas H. Donahue concluded that in an analysis of those criteria where a preference among the competing applicants exist, KIRO has been found equal to KXA and superior to KVI in the areas of civic consciousness, diversification of business interests and television preparation. The examiner also contended KIRO was superior on integration of ownership and management and slightly superior on the basis of its television proposal.

Most telling point in the record, according to the examiner, is KIRO's "vast superiority of past operation."

The examiner referred to charges made during the hearing against the qualifications of Saul Haas, KIRO president, and said the charges were of no significance, except for one. That one was an allegation that Mr. Haas, then a U. S. Collector of Customs at Seattle, had gained ownership in KIRO 20 years ago, while conferring with a Charles Thomsen, KIRO stockholder, on a tax case.

The examiner pointed out that another witness had testified that Mr. Haas had bought into KIRO at some risk during a period of national depression. The examiner also said that "this single instance of wrong doing was the only blemish on Haas' character that has been established. Further, Haas has over the past 20 years been responsible for the operation of a radio station of not inconsiderable overall merit from the public interest standpoint. In light of these factors, to disqualify him here on the grounds of a single instance of wrong doing is unjustified."

At Omaha, Examiner Isadore A. Honig preferred Herald Corp. over KFAB on the grounds of wider local ownership, greater civic participation and business interest diversification on the part of principals, public service achievement record of the Herald Corp.'s parent newspaper and diversification of mass media. The examiner noted KFAB is owned 47% by the Journal-Star Printing Co., publisher of the only daily papers at Lincoln, Neb., whose combination rate practices he scored.

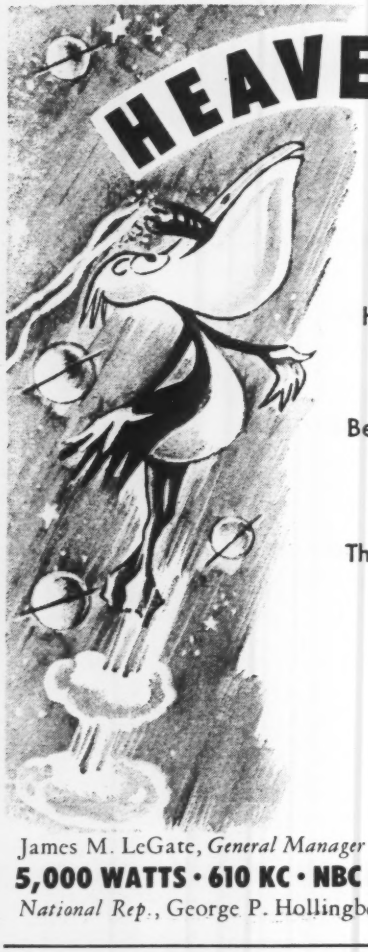
Journal-Star Printing Co., he cited, is complexly interconnected in ownership with some 10 other publishing interests in the Midwest and including WIBA-AM-FM Madison, Wis., KGLO-AM-FM-TV Mason City, Iowa, and WTAD-AM-FM and KHQA-TV Quincy, Ill. The examiner, however, pointed out KFAB's "superior" record of radio performance and found KFAB entitled to preference on integration of ownership with management.

In the Jacksonville case, Examiner Charles J. Frederick pointed out that WPDQ was entitled to preference on the basis of integration of ownership and management. James R. Stockton, president, and Robert R. Feagin, executive vice president, holding 80% of WPDQ, would be active in the day-to-day operation of the tv station, it was pointed out. Only 51% of the stock of Florida-Georgia is held by persons concerned with such operations. The city commissioners of the City of Jacksonville would have little to do with day-to-day station operation, the examiner further concluded.

Two New Fm Grants Issued

TWO new fm stations were authorized by FCC last week, one for WNVA Norton, Va., and the other for Robert H. Wilkinson trading as Colorado Recording Co., Boulder, Colo.

At Norton, WNVA received a permit for fm ch. 299 (107.7 mc) with effective radiated power of 4.6 kw. Mr. Wilkinson received ch. 247 (97.3 mc) with ERP of 5.9 kw. Transmitter of latter would be remote controlled.



We've had a look at the 1954 figures that will be published in the May 10, 1955 issue of SALES MANAGEMENT.

Heavenly daze—we're going higher than a kite! WIOD's four county market—which includes DADE (Miami), BROWARD (Ft. Lauderdale), PALM BEACH (West Palm Beach) and MONROE (Key West)—will show a population increase of over 100,000—Effective Buying Income and Retail Sales *increases* in the 100 millions!

This is year 'round stuff—boys and girls. And speaking of year 'round, do you know that there are almost 1600 manufacturers in the Miami area. Ask your Hollingbery man for Miami Market Facts.

Established January 18, 1926

WIOD

MIAMI, FLORIDA

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC AFFILIATE

National Rep., George P. Hollingbery Co.

FCC Grants Satellite, Allows 4 Tv Changes

THE FCC last week granted The Hills Broadcasting Co. a construction permit for a new tv station on ch. 3 at Florence, S. D., The station will operate as a parttime satellite and will rebroadcast some of the programs of KELO-TV Sioux Falls.

KELO-AM-TV is sole owner of the new Florence station, which will have an effective radiated power of 25.7 kw visual and 15.5 kw aural, with antenna height of 710 ft.

In other FCC tv actions last week:

WVAA (TV) Petersburg, Va., ch. 8, was granted a modification of its construction permit to change antenna height from 550 ft. to 940 ft.

WMGT (TV) Adams, Mass., was granted a switch to Pittsfield, Mass., and change from ch. 74 to ch. 19. ERP is changed from 300 kw visual and 155 kw aural to 115 kw visual and 67.6 kw aural, with antenna height above average terrain increasing from 2,060 to 2,120 ft.

WANE-TV Fort Wayne, Ind., ch. 69, was granted a change in effective radiated power and antenna height from 100 kw visual, 50 kw aural, 430 ft. to 200 kw visual, 107 kw aural, 740 ft.

WLBR-TV Lebanon, Pa., ch. 15, which suspended operations Oct. 16, 1954, was granted a six months extension to complete construction.

Grants Proposed for Two Ams, WDMG Boost Favored

PROPOSED grants for new am stations in Latrobe, Pa., and Hartselle, Ala., were announced last week by the FCC.

At Latrobe, a decision would grant 500 w daytime operation on 1480 kc to Latrobe Broadcasters, subject to the condition that the applicant file within 60 days of grant an application for modification of permit specifying a site conforming to FCC rules and standards.

The proposed am grant at Hartselle was to Dorsey Eugene Newman for 250 w daytime operation on 860 kc. The same initial decision would also authorize WDMG Douglas, Ga. to increase from 1 kw to 5 kw, operating daytime only on 860 kc, and deny the application of WERD Atlanta for an increase of power from 1 kw to 10 kw on 860 kc, daytime only.

Bill to Amend 309 (c) Introduced by Magnuson

AN FCC-recommended bill to amend Sec. 309 (c) of the Communications Act—to keep protests from delaying television service granted without hearing by the FCC in an area—has been introduced by Sen. Warren G. Magnuson (D-Wash.).

The bill (S 1648) was referred to the Senate Interstate & Foreign Commerce Committee, of which Sen. Magnuson is chairman. FCC asked the House and Senate to amend the section last month [B•T, March 28].

Comr. John C. Doerfer, who submitted separate views to the FCC request, asked that the whole section be repealed, charging that it demands an undue amount of FCC time, is used primarily by competitors to delay a new station and "accomplishes no useful purpose."

The Magnuson bill would permit the FCC to (1) deny a protest without hearing when the facts it alleges, even if true, do not warrant reversal of a grant; (2) allow the FCC to deny a request for stay of a grant if the Commission feels a stay is not in the public interest and (3) permit the FCC to draw up the issues for a hearing, such issues not necessarily to be those presented by the protestant.

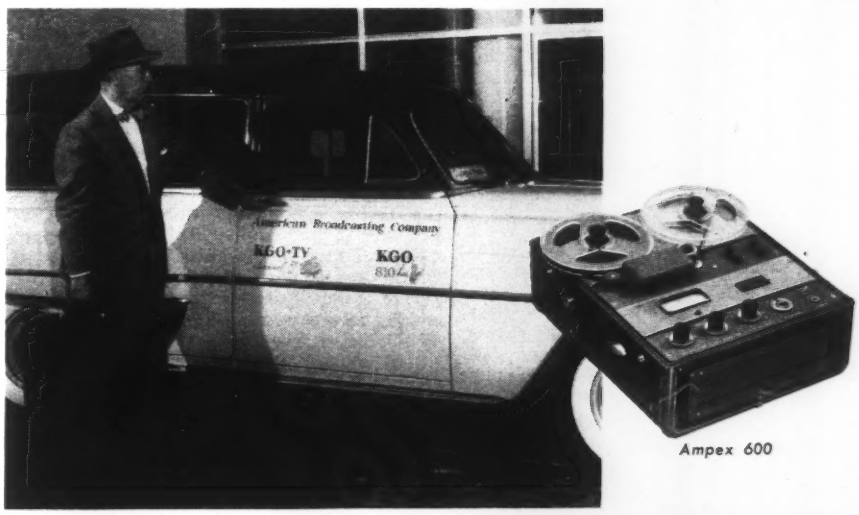
The protest section, one of the major provisions of the McFarland Act of 1952 amending the Communications Act, at present requires the FCC to hold a hearing within 30 days if the protestant establishes that he is a party in interest and if he specifies his facts. If the FCC sets such a hearing, the effective date of a grant must await findings of the hearing.

Rowlands Get Am Daytimer

NEW AM station at Fernandina Beach, Fla., and improved facilities for three existing stations were among the non-hearing radio grants announced by FCC last week.

The new Florida station, 1 kw daytime on 1570 kc, went to Fernandina Beach Broadcasters, owned by Marshall W. and Carol Rowland, employes of WJHP Jacksonville, Fla.

WCHV Charlottesville, Va., was granted change from 250 w on 1240 kc to 1 kw on 1260 kc, directional night. WGBR Goldsboro, N. C., won increase in day power from 1 kw to 5 kw, continuing on 1150 kc with 1 kw night and different directional arrays day and night. WPCT Putnam, Conn., was granted increase in power from 500 w to 1 kw, continuing daytime on 1350 kc. Bid of Mountain State Broadcasting Co. for a new station on 1470 kc with 1 kw daytime at Morgantown, W. Va., was set for hearing. WVVW Fairmont was made party.



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says Richard Parks, Asst. Chief Engineer, ABC, San Francisco

"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the 600's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

"The photo shows Bill Adams, our farm reporter. He has made extensive use of the 600 for farm interviews.

NOW THERE'S AN AMPEX FOR EVERY BROADCAST NEED

The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is $498. In portable case it's $545. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is $149.50.

The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10½-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.

Ampex 350

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CHAIRMAN McCONNAUGHEY AIRS VIEWS

FCC head, interviewed Saturday on CBS Radio 'Capitol Cloakroom,' displays decisive stand on many problems of broadcast operation and regulation.

FCC CHAIRMAN George C. McConnaughey disagrees with his colleague, Comr. Frieda Hennock, on such topics as program regulation and free time for politicians (see stories, pages 86, 90), he said Saturday on the CBS Radio *Capitol Cloakroom* (6:30-7 p.m.).

The chairman stated his views—many of them decisive—on tv's impact on juvenile delinquency, Senate and FCC radio-tv probes, subscription tv, uhf vs. vhf, color tv, repeater stations, the future of network radio and educational tv.

Chairman McConnaughey's comments follow, in capsule form:

JUVENILE DELINQUENCY—Many elements such as autos, movies, tv, parental discipline are factors. He did not agree with Comr. Hennock's suggestion that licensees should be required to submit crime program lists to FCC, with renewal refused if ratio is too high. Program regulation is not an FCC function, he said, but its role should be studied.

FCC RADIO-TV PROBE—Commission has 1,100 on staff, 700 of them professional people who know the business. It should study all facets of broadcasting and work in harmony with Senate committee, which has own probe. Study should include economics, programs and possibility of monopoly. Flatly opposed rate regulation since broadcasting is not a public utility or monopoly. Probe necessary because last one was 1938-41. Meantime tv has arrived and 99% of people have radio.

TV COVERAGE—Now 425 stations on air; 99% of people can get one tv signal, 70-75% at least two. FCC has done "perfectly remarkable" job in three years and should clean up 200 pending applications by end of 1955.

VHF VS. UHF—Sees great hope uhf can be put on economic basis, and said manufacturers should make all-channel sets. Said number of military vhf channels is secret and declined to answer question on proposal to give all uhf band to broadcasters and vhf to military. In "fantastic expansion" of tv industry many uhf stations are not on good economic status, he said, but vhf stations had trouble in early days.

SUBSCRIPTION TV—Commission studying it in rule-making proceedings. It is "a radical departure" from free broadcasting and is "very intriguing." Conceded FCC may face serious bootlegging problem.

COLOR—It's brand new but estimates for end of 1955 range from 100,000 to 300,000 sets. Color is on the way; price of color sets may go down fast in next 12 months. He advised people to buy tv sets as they need them, not waiting for color which he figures will be on "fruition basis" in three or four years.

REPEATER STATIONS—Believes they are coming.

NETWORK RADIO—Having gone through its growth, network radio has settled into a stable industry. Radio has only scratched the surface. One poll showed young people often prefer radio to tv.

POLITICIANS—Should pay for time "the same as anybody else."

EDUCATIONAL TV—Granted 242 channels in 1952 with nine vhf and two uhf stations on the air. Educational tv has "tremendous possibilities" but is slow developing—"they can't go out and make money." FCC should be sympathetic with educational tv.

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White, FCC Bureau Chief, Announces July Retirement

COL. EDWIN L. WHITE, chief of the FCC's Safety & Special Radio Services Bureau, plans to retire at the end of July, he announced last week. Col. White joined the FCC's predecessor agency, the Federal Radio Commission, in 1930.

Burns Named General Counsel Of Senate Anti-Monopoly Unit

JOSEPH W. BURNS, member of the New York and Washington law firm of Fulton, Walter & Halley, was named last week as general counsel and staff director of the Senate Anti monopoly Subcommittee by its chairman, Sen. Harley M. Kilgore (D-W. Va.).

Mr. Burns' appointment to the subcommittee has been expected for some time [CLOSED CIRCUIT, Jan. 24]. He has specialized in the tax and antitrust fields, both in private practice and during 11 years in government service, including 1943-45 as special assistant to the Attorney General.

Sen. Kilgore, who said the subcommittee will get underway "very shortly on a full-scale antitrust and monopoly probe," earlier had indicated he would look into "monopoly practices" in the communications field, but later he apparently reached an agreement with Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee wherein the latter group would turn over to the Kilgore group all instances of monopoly found in the Commerce Committee's current investigation of networks and uhf-vhf troubles.

Rear Adm. S. C. Hooper Dies; Pioneer Scientist in Radio

REAR ADM. Stanford C. Hooper, 70, retired, pioneer radio scientist, died Wednesday at his Miami Beach, Fla., home. Funeral services were to be held today (Monday) at Ft. Myer, Va., chapel with burial in Arlington National Cemetery.

ADM. HOOPER

Adm. Hooper was born in Colton, Calif., in 1884 and was graduated from Annapolis in 1905. After five years of sea duty he became an instructor at Annapolis, keeping in touch with his pioneering work with "wireless" by working weekends at the Bureau of Standards. He was appointed fleet radio officer in 1912 and in 1915 became head of the Radio Division, Bureau of Ships. He commanded a destroyer for a time and returned to the Radio Division in 1918.

When the Federal Radio Commission was formed as a temporary agency in 1927, the then Capt. Hooper was loaned by the Navy as its first chief engineer.

During a cruise to Australia after returning to the fleet as radio officer he carried out pioneering experiments with high-frequency equipment. In 1928 he was director of naval communications and in 1934 moved to chairmanship of the Naval Research Committee and director of the Technical Division, Naval Operations. After returning he was awarded the Elliott Crosson Gold Medal for pioneering radio leadership and discovery. Since his retirement he has been a consultant to several electronic manufacturers.

Three Stations Face FCC On Racing Tip Charges

RUMBLINGS some weeks ago that FCC is concerned about radio stations allowing use of their facilities to advertise tips on horse races [CLOSED CIRCUIT, Feb. 7] came into the open last week as the Commission sent pre-hearing McFarland letters to three Miami area stations. Involved are WFEC Miami and WMBM and WAHR Miami Beach.

WFEC and WMBM seek license renewal while WAHR has pending an application to cover its construction permit. FCC indicated hearings appear necessary.

Pointing out that the Commission "has before it information that you have permitted persons engaged in selling tips on horse races . . . to use your station facilities," FCC wrote the stations that "there is indication that the operations" of certain named individuals "are conducted in a highly questionable manner in that false and misleading representations are made as to the service rendered."

FCC named a "Jimmy Grant" in its letter to WAHR, a "Johnny Kenny" with respect to WFEC and an "Al Laurence" on WMBM.

N. Y. LIBEL BILL AWAITS GOV.'S NOD

THE BROADCASTERS of New York State last week were within a step of having a state law to relieve them of liability for defamatory remarks that may be made in broadcasts by qualified political candidates. The final protective step is expected to come within the next few weeks.

The pending bill affording stations this immunity against libel suits arising out of noncensorable political broadcast cleared its last legislative hurdle, after some delay, with passage by the New York State Senate on March 29 by a vote of 53-2. It already had passed the assembly by a 140-0 vote a month earlier and now awaits signature by Gov. Averell Harriman, who has been in Florida but was expected to sign shortly after his return. Under state law, he has 30 days from the date of final passage.

The bill, which had the backing of the newly-formed New York State Assn. of Radio & Television Broadcasters as its first major project, frees station operators and their employes from liability for any defamatory statement by any legally qualified political candidate whose broadcast remarks may not, under FCC rules, be censored by the station. One thing would be required of the stations: before and after each political brodcast they would have to carry an announcement saying the speech is not censorable under FCC regulations and that the remarks do not reflect the views of the station, its owership or its management.

The NYSARTB has urged adoption of such a bill since its formation in January under the presidency of Michael R. Hanna, WHCU Ithaca. John Titus, Albany attorney, is association counsel and was legislative observer.

Hoover Report Curbs Some FCC Functions

THE FCC is among government agencies which would be affected by recommendations released by the Hoover Commission yesterday (Sunday) embracing a broad plan to separate the administrative and judicial functions of federal agencies by establishment of an Administrative Court.

The report, on Legal Services and Procedure, among other things, recommends:

1. Transfer to existing courts of certain judicial functions of government agencies "such as the imposition, remission or compromise of money penalties, awarding of reparations or damages, and issuance of injunctive orders, wherever this can be accomplished 'without harm to the regulatory process'."

2. Development of a legal career service for civilian attorneys in government, with an office in the Justice Dept. to administer it.

3. Integration of the legal staffs of each department, agency or regulatory body under an assistant secretary or a general counsel.

4. "Precise and complete" definition in enabling legislation of authority delegated by Congress to federal administrative agencies.

5. Proposed advance hearings for parties affected or to be affected by changes in rules, in licenses or revocation of licenses, injunctive or regulatory orders and review of decisions on tests, examinations and inspections.

6. Embracement by the Administrative Court of the injunctive and adjudicative phases of trade regulation now vested in the FCC and other agencies.

7. Change of hearing examiners into hearing commissioners under a chief examiner appointed by the President, with Senate consent, for a 12-year term. He would be guided by a five-member presidentially-appointed advisory committee representing the judiciary, interested agencies and attorneys of administrative law.

WTCN-AM-TV Sale Approved To Bitner for $1.7 Million

TRANSFER of control of WTCN-AM-TV Minneapolis from Robert Butler and associates to Harry M. Bitner's Consolidated Television & Radio Broadcasters Inc. was granted by the FCC last week, first part of a double purchase whereby the Bitner group also acquires WMIN-TV St. Paul from N. L. Bentson and associates. Combined price is $3 million [B•T, Jan. 31].

WTCN-TV and WMIN-TV share time on ch. 11, but under Bitner ownership WMIN-TV will be dropped, as the FCC also approved full-time operation for WTCN-TV. Purchase of WMIN-TV did not require Commission consent. Mr. Bentson earlier sold WMIN-AM-FM to W. F. Johns interests.

Consolidated is licensee of WFBM-AM-TV Indianapolis and WEOA Evansville, Ind., and parent company of WOOD-AM-TV Grand Rapids and WFDF Flint, Mich. Harry M. Bitner Sr. is chairman of the board and Harry M. Bitner Jr. is president. Total purchase price of $3 million included $1.7 million plus for WTCN-AM-TV, FCC indicated, and $1.2 million plus for WMIN-TV.

Other sales and transfers of control granted last week were:

KORK Las Vegas, Nev., granted assignment of license from Reno Broadcasting Co. to Southwestern Broadcasting Co. for $60,000. Southwestern is solely owned by Donald W. Reynolds, principal stockholder in KLRJ-TV Henderson, Nev.; KZTV (TV) Reno, Nev.; KFSA-AM-FM-TV Fort Smith, Ark.; KHRG Okmulgee, Okla, and KBRS Springdale, Ark.

KOLO Reno, Nev., was granted assignment of license from Reno Broadcasting Co. to Western Broadcasting Co. for $190,000. Western is solely owned by Donald W. Reynolds (see above).

WFUL-AM-FM Fulton, Ky., granted transfer of control from R. W. Bushart and associates to Warren L. Moxley for $35,500, for 88.75% interest. Mr. Moxley is a former theatre operator.

Commonwealth Broadcasting Corp. (WLOW Portsmouth, Va.) granted relinquishment of positive control by E. L. Scott, Robert Wasdon and Jack Siegel through issuance of stock to Harold Kaye and Emil J. Arnold. Consideration is $35,000 for 50% interest. Mr. Kaye is vice president-25% owner of WORC Worcester, Mass. Mr. Arnold is in real estate and investments.

WDZ Decatur, Ill., granted transfer of control from Charles C. Caley, and Horace L. Lohnes to Mr. Caley, Frank C. Schroeder Jr., Meredith M. Daubin, Raymond B. Harding, Thomas L. Schroyer and the Munsey Trust Co., Washington, executors of the estate of Mr. Lohnes, deceased.

FTC Orders More Hearings On Chesterfield Ad Claims

THE FEDERAL Trade Commission last week ordered further hearings to determine if certain advertising claims of Liggett & Myers Tobacco Co. (Chesterfields), New York, are misleading or are mere "puffing." At the same time the FTC dismissed a 13-year-old false advertising charge against Philip Morris & Co.

Up for additional hearings are claims that Chesterfields are (1) "milder," (2) "soothing and relaxing" and (3) leave no "unpleasant aftertaste." The action by the commission reverses

a hearing examiner's decision of last July that would have dismissed the complaint. The examiner ruled that the statements are laudatory, harmless or mere "puffing."

Liggett & Myers in 1954 spent $2,921,452 in network radio and $6,131,819 in network television, according to compilations of Publishers Information Bureau.

In the Philip Morris case, the commission dropped a complaint, first issued in August 1942, that claimed the firm's cigarettes are less irritating to the throat than other leading brands. The FTC upheld an examiner's decision which stated the formula allegedly supporting the advertising claims had been discontinued as well as the advertising itself. Philip Morris also has abandoned the advertising claim that its cigarettes do not leave an after-taste, the FTC said.

Figures from PIB show that Philip Morris spent $1,126,951 in network radio and $3,668,559 in network television in 1954.

Tarzian Says 5-Mile Limit Would Harm Tv Reception

CONTENDING FCC's proposal to limit television transmitter-tower sites to areas within five miles of the principal city is in error, tv tuner-maker Sarkes Tarzian last week told the Commission that the greater signal strength will harm tv reception rather than improve it.

FCC's proposal seeks to tighten up allocation principles and prevent stations from wandering away to other cities instead of giving first attention to the communities where they were assigned [B•T, March 7]. Comments are due April 15.

Mr. Tarzian, who also operates ch. 4 WTTV (TV) Bloomington, Ind., contended it is in the public interest to have the high power-high tower tv outlets located more than five miles from concentrated centers of population and should be "at least 15 to 20 miles." At the greater distance, he said, "the public would receive much better tv service and much of the ghost and all of the blanketing effect would be eliminated."

He asserted that today's low price tv sets "overload" when subjected to high intensity signals and "the response curve of the radio-frequency and intermediate-frequency system becomes very poor when the amplifier tubes are operated at high bias conditions."

STORER '54 NET IS 10 TIMES '45 FIGURE

Prospectus sent to stockholders by Storer Broadcasting Co. shows last year's net profits were $3.6 million as against only $306 thousand in 1945. Its seven tv's gross 10 times its seven am's.

NET PROFIT of Storer Broadcasting Co. last year was $3,680,779, more than 10 times greater than 1945, when its net profit was $306,930.

During 1954, Storer grossed from its seven tv stations more than 10 times the revenue it realized from its radio holdings.

These figures are contained in a prospectus sent to Storer stockholders, announcing an issue of 262,750 shares of common stock which last Wednesday were advertised and over-subscribed in the one day. First offering was to stockholders with the remainder of the stock offered to the public. Price was at the prevailing market of 24⅝.

In its prospectus, SBC said that it would apply $4,590,000 of the proceeds of the stock sale toward a reduction of a bank loan of $11.5 million made last July. The remainder together with other funds will be applied to preferred stock redemption. It was noted that the summary of Storer Broadcasting earnings did not include those of Miami Beach Sun Publishing Co., a wholly-owned subsidiary, although provision was made of the losses incurred by the publishing company, less profits, since its acquisition in 1949.

According to this table of earnings, SBC showed a net profit of $2,186,415 in 1953; $1,594,956 in 1952; $1,464,776 in 1951; $926,475 in 1950; $539,620 in 1949; $478,808 in 1948; $514,721 in 1947; $740,581 in 1946.

Gross revenues from its seven tv stations amounted to $13,391,027 in 1954 compared with more than $10 million in 1953; more than $6.5 million in 1952; nearly $5 million in 1951; more than $2 million in 1950; $577,011 in 1949; $31,539 in 1948, and no revenue in 1947.

Radio revenues, although outstripped by tv as early as 1952, were about level in the 8 years reported. Last year, radio revenues grossed Storer $4,345,504, about $300,000 less than in 1953. In 1947, gross radio revenue was $3,748,337. Peak Storer year in radio gross revenue was in 1951, when it hit $4,743,596.

Storer tv stations are WAGA-TV Atlanta, WBRC-TV Birmingham (Ala.), WJBK-TV Detroit, WXEL (TV) Cleveland, WSPD-TV Toledo, KPTV (TV) Portland, Ore., and WGBS-TV Miami, Fla. Radio stations owned by Storer are WAGA Atlanta, WBRC Birmingham, WGBS Miami, WJBK Detroit, WJW Cleveland, WSPD Toledo and WWVA Wheeling, W. Va.

In a breakdown of remuneration last year of the company's officers and directors, the report showed George B. Storer, director and president, with $75,175 in aggregate. Next highest was Lee B. Wailes, director and executive vice president, with $60,164, who was followed by Stanton P. Kettler, director and district vice president for the southern district, $51,292; William E. Rine, director and district vice president for the northern district, $42,020. J. Harold Ryan, director and senior vice president, also was listed among those executives receiving $25,000 per year or more, with a total of $33,750 received last year.

Under Storer Broadcasting's employe profit-sharing plan, Mr. Storer had an aggregate amount set aside or accrued of $34,370, of which $11,062 was reported in 1954; Mr. Wailes, $25,350, of which $8,670 was last year; Mr. Kettler, $19,873, $7,488 last year, and Mr. Rine, $17,802, with $6,249 last year.

In a breakdown of tv gross revenue, the company reported that last year 28.4% of time sales was network; 43.2%, national spots, and 28.4%, local. In radio, the figures were 11.8% network; 38.1%, national spots, and 50.1% local.

Among the appraisals of the broadcast media made in the prospectus:

• Daytime rates for standard broadcasting have "stabilized" but because of tv's competition, which is stronger at night than during the day, "nighttime standard broadcasting rates may decrease further."

• Fm broadcasting at present is not profitable. No income is derived from sale of fm time and there is nothing in sight to indicate that the medium will become "income producing." Storer Broadcasting will continue fm operation because (1) it is no "material financial burden" and (2) should fm become a major factor in the industry, Storer stations will be prepared.

• SBC does not believe its Miami uhf property (WGBS-TV) "has achieved a satisfactory competitive position" because uhf set conversion in the area has not reached the percentage desired, while the other station in the market, a vhf, can be received "substantially by all of the television sets."

The prospectus noted that the company could not estimate the probability of "being able to attain a satisfactory degree of uhf conversion in the Miami market." Miami estimate was 148,000 sets. Storer's other uhf station is in Portland, Ore., for which it estimated 204,798 sets converted.

In the prospectus, SBC referred to itself as the "largest independent television and standard radio broadcasting owner and operator in the United States" and as the only owner of seven tv stations and seven radio stations.

Another breakdown indicated that in radio, SBC follows a policy of 25% sustaining time and 75% commercial. In tv, the ratio was 20% sustaining, 80% commercial.

Also detailed in the prospectus is the arrangement of Storer with the Katz Agency and NBC Spot Sales. The agreement with the Katz Agency, which represents Storer's tv stations, is on a continuing basis, it was explained, but is subject to cancellation at any time by either party upon one year's written notice. Should Storer wish to set up its own national sales representative department, however, it can upon 90 days' notice withdraw one or more of the sta-

SELLING . . . the Nation's 20th Family Income Market

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

tions from Katz representation.

The agreement with NBC Spot Sales expires Oct. 31, 1955, it was explained, but may be terminated upon 120 days notice or in the event of termination of the network affiliation.

In the prospectus, Storer noted that it intends to apply for listing on the New York Stock Exchange of all of its outstanding common stock.

WABC'S RENAULT NAMED GEN. MGR.

APPOINTMENT of Michael A. Renault as general manager of WABC New York, ABC's key station, was announced last week by Robert E. Kintner, president of the network. Mr. Renault has been acting general manager since November 1954.

MR. RENAULT

Mr. Renault joined the station (then WJZ) in December 1950 as an account executive. Two years later he was named commercial manager, the position he held until he was appointed acting general manager.

Before joining WABC, he was with spot representative firms including Donald Cooke Inc., where he was New York office manager, and Headley-Reed Co., where he was an account executive.

Mr. Renault served with the U. S. Army for five years during World War II. His appointment as general manager of WABC is effective immediately, Mr. Kintner said.

$3 Million Credit Pact Set Between Bitner, Mellon Bank

A $3 million credit agreement has been arranged by the Bitner-controlled Consolidated Television & Radio Broadcasters Inc. with the Mellon National Bank & Trust Co., Pittsburgh. The agreement carries a 4½% interest charge and was established for the $3.35 million purchase of Minneapolis-St. Paul sharetime ch. 11 stations WTCN-TV and WMIN-TV, and WTCN [B•T, Jan. 31].

Consolidated, which was formed into a public corporation last year, owns WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WFDF Flint, both Mich., and WEOA Evansville (Ind.). The latter two stations are fighting FCC decisions granting tv channels in those cities to other applicants.

The $3 million credit agreement is the second Consolidated has with the Mellon bank. It already has a $750,000 bank credit with that bank, running to July 31, 1955.

The Minneapolis-St. Paul purchase is still pending FCC approval.

Shaw Joins Headley-Reed

WILLIAM H. SHAW, formerly general manager of KHMO Hannibal, Mo., has joined the Chicago staff of Headley-Reed Co., station representative firm, as account executive. Mr. Shaw, who resigned his KHMO post April 1, will concentrate on radio in Chicago and radio-tv elsewhere in his territory. He joined KHMO in August 1953 after serving as midwest advertising representative and, later, midwest sales manager of B•T for two and a half years.

WBRZ (TV) Goes on Air; 4 Tvs State Progress

WBRZ (TV) Baton Rouge, La., on test patterns since March 31, is slated to make its commercial debut Thursday. The ch. 2 station, affiliated with NBC and ABC, is the second tv outlet there.

RCA equipment will be used, including a 12-bay, 232-ft. antenna which will stand 1,001 feet above sea level when mounted on a triangular steel tower. The antenna, the station reports, is the largest of its type. WBRZ is represented by George P. Hollingbery Co.

Construction progress has been reported by four more new tv stations:

KFDM-TV Beaumont, Tex., which expects to begin regular programming April 24, went on regular test patterns April 1. The ch. 6 station will be affiliated with CBS and represented by Free & Peters Inc.

KRNT-TV Des Moines (ch. 8), owned by Cowles Broadcasting Co., expects to begin operation by Aug. 1, Robert Dillon, general manager, has announced. Remodeling has started on the KRNT Theatre Bldg. The tv operation will be located on the first two floors, the radio operation on the third.

KTBS-TV Shreveport, La., on ch. 3, has set Sept. 3 as starting date. It will be the second tv outlet there. E. Newton Wray, president, has estimated the station, the second tv outlet there, will cost about $750,000. The planned tower will measure 1,150 ft.

WITN (TV) Washington, N. C., the first video outlet there, expects to be on the air in September affiliated with NBC. The ch. 7 station has asked the FCC for permission to operate at maximum 316 kw. Tower height will be 949 ft. above sea level and General Electric equipment will be used throughout. The station estimates that it will serve more than one million people. W. R. Roberson Jr. is president.

Tragedy Averted

MAYOR Harry D. Breighner, of Clinton, Ill., has cited WHOW Clinton for "public service beyond the call of duty" in a letter to NARTB President Harold E. Fellows. The tribute was based on a service station error that might have led to tragedy. A Clinton attendant mistakenly gave a jug of gasoline to a customer who ordered kerosene the night of March 4. After he discovered his mistake he notified WHOW which went on the air with a warning to the unidentified purchaser. The message was repeated every 30 minutes. The whole area was anxious lest the buyer dump gasoline into a hot stove. The WHOW announcement was heard by the buyer, whose youngsters had turned on *Uncle Jim's Kid Show*.

Suttlemyre General Manager Under New KOPP Ownership

STAFF appointments at KOPP Ogden, Utah, have been announced by Milton Scott, president of M. B. Scott Inc., new owner of the station. Larry Suttlemyre continues as general manager. Larry Buskett, former commercial manager of

THINK GENTLEMEN!

An opportunity to participate in a national promotion! Are you going to hold a premiere of a new picture, new product? Do you have a sales problem in New England? Or what would you like to say to a million (plus) people? Mutually beneficial ideas wanted!

New England enterprises, governments, civic organizations, in organized cooperation will conduct the 1955 NEW ENGLAND WATER FESTIVAL, July 2nd, 3rd, and 4th, Charles River, Boston, Mass. Potential two million live audience, five mile natural outdoor theater, spectacular parade of boats and floats on water, all media coverage. Allied events: industry displays, regattas, power races, water carnival, beauty contests, purses and trophies, etc. Preliminary events in other New England communities. Concessionary theory of operation. Tie in with a float or promotion of your own. Originate your TV show here, etc., etc.

AD MEN: There is a unique, very-low cost-per-thousand advertising "buy" available for 20 national advertisers, sponsoring floats in this pageant—all media coverage:

Grandstands, tents, docks, etc. wanted. Details, brochures available

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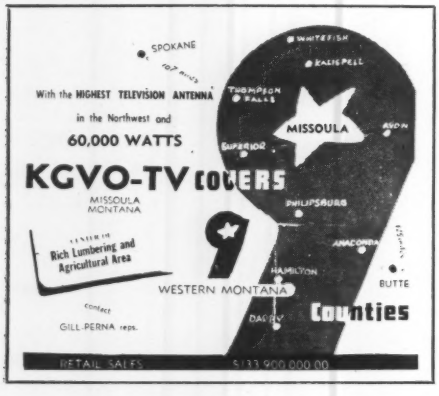
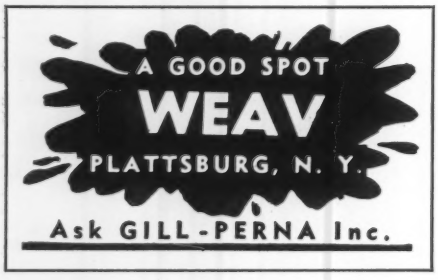
Boston 16, Massachusetts HA 6-1632
James P. Wilber, Gen. Mgr.





TAPE DUPLICATION

Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installation: secure quality.

RECORDED PUBLICATIONS LABS
1558-70 Pierce Avenue Camden, N. J.
Cam.: WO 3-3000 • Phila.: WA 2-4649

KLAC Los Angeles and co-owner-vice president of Clubtime Productions Inc. (syndicated transcriptions), has been retained as management and program consultant.

N. Pratt Smith, who has been in freelance show syndication, has been appointed commercial manager. Dave Page, with KOPP for about one year and before that program director at KMUR Murray, Utah, has been named assistant manager and head of the program department. Dick Kingston has been named chief engineer and a member of the disc m.c. staff, which also includes Dave Page, Bob Rudd and Bud Trewett. Other members of the KOPP staff are Mary Ketts, James Nixon, Clifford Pomeroy, Max Whittington, Don Steffey and Garth Wheeler.

COTT CONSIDERED AS WABD (TV) HEAD

TED COTT, former vice president and operating head of NBC's radio network, was reported last week to be high in the running for the post of heading DuMont Television Network's WABD (TV) New York.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, the broadcasting unit's parent organization, told B•T that Mr. Cott was one among others under consideration. The others were not identified.

Dr. DuMont indicated it might be either days or months before a decision is announced.

The future assignment of George L. Baren-Bregge, who was brought in from being sales manager of WDTV (TV) Pittsburgh to manage WABD some months before WDTV was sold by DuMont to Westinghouse Broadcasting Co., apparently has not been determined.

Mr. Cott resigned from NBC as of March 1 [B•T, Feb. 28]. He joined NBC in April 1950 as general manager of the network's WNBC-AM-FM and WNBT (TV) New York (Now WRCA-AM-FM-TV). He formerly was vice president in charge of programming for WNEW New York, independent station.

McCormick Will Names Five To Head 'Tribune,' Stations

FIVE TRUSTEES, including Chesser M. Campbell, former director of MBS, have been named in the will of the late Col. Robert R. McCormick to operate the *Chicago Tribune's* numerous subsidiaries, including WGN-AM-TV Chicago and WPIX (TV) New York.

Mr. Campbell, who served as a director for Mutual from 1944 to 1949, was elected president of the Tribune Co., holding organization for the *Tribune, New York Daily News* and 13 subsidiary companies in the U. S. and Canada. He was a director and later vice president of the Newspaper Advertising Executives Assn. and is a board member of the American Newspaper Publishers Assn. He previously was active on the board of the Bureau of Advertising.

Other trustees who will control McCormick radio-tv and other operations are J. Howard Wood, treasurer of the Tribune Co. and business manager, *Chicago Tribune;* William D. Maxwell, *Tribune* managing editor; Arthur Schmon, president of Tribune Co. paper mills and other Canadian subsidiaries, and Mrs. Garvin (Bazy) Tankersley, Col. McCormick's niece and former editor of the *Washington Times-Herald* which was purchased by the *Washington Post.* All are executors of the McCormick-Patterson trust.

Herald of Spring

A NOVEL way to welcome spring was found by WRRR Rockford, Ill., when it offered $5 to the first young lady who would step up to its outside microphone in a bathing suit and take a short stroll through the downtown area with the station's m.c. Every 30 minutes, beginning at 12 noon on March 21, the $5 prize was increased. Self-restraint had its reward for Miss Eva Harris who waited until 2:17 p.m. to appear in a strapless bathing suit. By then the award money had been raised to $15. Miss Harris, amid 40 degree temperature, was dubbed "Miss Springtime."

WJR Directors, Officers Re-elected by Stockholders

WJR Detroit stockholders re-elected the incumbent directors and corporate officers for another year term, John F. Patt, director and corporation president, revealed last week.

Directors re-elected were: Mrs. Frances S. Parker; Mr. Patt; Worth Kramer; William G. Siebert; Selden S. Dickinson; F. Sibley Moore, and G. F. Leydorf.

Corporation officers named were: Mr. Patt; Mr. Kramer, vice president and general manager; Mr. Siebert, secretary and treasurer, and Mr. Moore and George W. Cushing, vice presidents.

In his report to the stockholders Mr. Patt said that WJR received 45% of the total volume of radio advertising in the Detroit area and that $3 million sales were recorded by the station last year.

Mr. Patt also stated that if an FCC transmitter site grant is made in the near future he hopes to inaugurate WJRT (TV) Flint, Mich., operations by late summer.

Empire Coil Gen. Mgr. Named

APPOINTMENT of R. F. Willett as general manager of Empire Coil Co., New Rochelle, N. Y., has been announced by George B. Storer Jr., vice president of Storer Broadcasting Co., parent firm of Empire Coil. Mr. Willett began his engineering career in 1937 with General Electric Co., Schenectady, N. Y., where he served until 1942. After leaving GE, he was active in the electronics manufacturing field in sales and application engineering, advertising and management, and for five years was sales and application engineer with the F. W. Sickles Co. For the last three years he has been plant manager at Essex Electronics.

MR. WILLETT

REPRESENTATIVE APPOINTMENTS

WNDU-TV South Bend, Ind., has appointed Meeker Tv Inc., N. Y.

KTHT Houston, Tex., has appointed Paul H. Raymer Co., N. Y.

KAKE Wichita, Kan., has appointed Joseph Hershey McGillvra Inc., N. Y.

Erie Newspapers Battle Over Financial Slurs

CROSS LIBEL suits have been filed in Erie, Pa., involving competing newspapers and tv stations in that city.

Involved are the *Erie Dispatch* (WICU [TV]) and the *Erie Times* (WSEE [TV]).

The *Dispatch* suit claimed that the *Times* committed libel when it printed a story implying that the *Dispatch* was losing money, according to J. Howard McGrath, former U. S. Attorney General. Mr. McGrath represents Edward Lamb, owner of the newspaper and tv station.

The *Times* suit claimed that the *Dispatch* implied in three instances that WSEE was going to cease broadcasting because of financial difficulties, according to John W. English, attorney and stockholder of the tv station.

WICU operates on ch. 12; WSEE on ch. 35.

Charles E. Denny, WSEE general manager, said: "There is absolutely no truth to their [*Dispatch*] published rumors in regard to WSEE. The station is in a healthy condition financially and we are going on with our planning for the future. We now have an audience of 61,670 plus and it is growing daily. . . ."

Bills of particulars are due to be filed later.

WRC-AM-TV Time Sales Gain

NET TIME SALES for the first quarter of 1955 of WRC-AM-TV Washington were 38.3% higher than the same 1954 period, Carleton D. Smith, vice president and general manager of the NBC-owned stations, announced last week.

First-quarter sales of WRC-TV were 32.3% higher than the 1954 period, Mr. Smith said, and the best first quarter in the history of the station. WRC sales in the first three months of 1955 were 6% higher than the same 1954 quarter, Mr. Smith declared. He said WRC total net sales were higher than any first quarter in the past five years.

KVOR Being Sold

KVOR Colorado Springs, Colo., is being sold by James D. Russell to John S. Riggs and F. Robert Greene for $120,000, it was announced Wednesday.

Mr. Russell, retains KKTV (TV) in Colorado Springs.

Mr. Riggs has station interests in Elmira, N. Y., and WAIR Winston-Salem, N. C., and Mr. Greene, Lake View, N. Y., is a Buffalo, N. Y., advertising agency man.

The sale, made through Allen Kander, station broker, is subject to FCC approval.

STATION PEOPLE

James A. Felix appointed station manager, WFIL-FM Philadelphia.

George R. Townsend, chief engineer, WWLP (TV) Springfield, Mass., elected vice president; **Howard S. Keefe,** promotion manager, named assistant station manager; **Roland L. Filiault,** accounting dept., promoted to assistant treasurer; **Wallace Sawyer,** newsreel cameraman and director of local news telecasts, appointed film director and buyer; **Wallace I. Green,** production staff, named program director.

Dell Cummings, salesman, WCNT Centralia, Ill., appointed commercial manager.

George K. Eubanks, formerly general manager, WDXE Lawrenceburg, Tenn., appointed commercial manager, WETZ New Martinsville, W. Va.; **Harold Showman** named WETZ program director; **Richard McBride** appointed chief engineer; **Elinor Potts** named office manager.

Frank Benesh, news director, WNEM-TV Bay City, Mich., appointed program director; **Robert Beurket** appointed chief engineer; **Ed Dillon** named assistant chief engineer; **Ken Lawrence,** program personality, appointed chief announcer; **Tom Matthews** named film director; **Clint Stroebel** named continuity director; **Ken Sanders** appointed production director.

MR. BENESH

MR. BEURKET

Evans Meier, operations director, WJAG Norfolk, Neb., appointed assistant manager; **Glen Hixson,** program director, named operations director; **Don Broadstone,** announcer, promoted to chief announcer; **Earl Katz,** announcer, named promotion director; **Jim Deitloff,** announcer, appointed farm service director.

Don Hopkins, chief announcer, WIBW Topeka, Kan., appointed assistant manager-program director, KNUJ New Ulm, Minn.

Gerhard Joseph, comptroller, WTTM Trenton, N. J, appointed assistant manager.

Jimmy Denton, formerly with KIMN Denver, appointed program director, KLIR there.

R. B. Taber, former general manager, WCRL Oneonta, Ala., appointed account executive, WAVU Albertville, Ala., succeeding **Glenn Jackson,** who joined Air Force.

Warren Earl, promotion and publicity director, KCOP (TV) Hollywood, named to head new promotion and advertising department. Tierney-Ross publicity agency, same city, assuming all publicity duties.

Louis B. Switzer, director, public information and fund campaign depts., Syracuse and Onondaga County chapter, American Red Cross, appointed promotion director, WSYR-AM-FM-TV Syracuse.

Wesley Lambert, operations coordinator, KACY (TV) St. Louis, named program director, WKNX-TV Saginaw, Mich.

MR. LAMBERT

Jeff Waugh, WDVA Danville, Va., appointed promotion director; **Nadine Wright** named continuity chief; **Nancy Brown** returns to station as assistant in continuity department.

George D. Borden, studio supervisor, WPTZ (TV) Philadelphia, appointed chief engineer, succeeding **Raymond J. Bowley; Karl Weger** succeeds Mr. Borden.

SUPER POWER on the GULF COAST!

316,000 WATTS ERP.

plus

All the outstanding shows from

NBC .... CBS .... ABC

and top local programs

•

For coverage of Southern Alabama, Northern Florida, Eastern Mississippi

WALA-TV CHANNEL 10

MOBILE'S *ONLY* TELEVISION STATION

PAPE TELEVISION COMPANY, INC.

Mobile, Alabama

AFFILIATED WITH WALA RADIO

Ask Your Headley-Reed Man For Market Information and Availabilities

WTVD

Durham-Raleigh

has

207,760

TV SETS

(source: Television Magazine)

More Sets Than

PORTLAND, Oregon

or RICHMOND, Virginia

WTVD

CHANNEL 11

NBC - ABC

Call HEADLEY-REED

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
579 Fifth Ave., New York
About the
Maritimes Busiest Station
5000 WATTS

"Wish the boss would advertise on KRIZ Phoenix—the louse!"

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION
Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

DUMONT 'ELECTRONICAM' MAY BE SHOWN THURSDAY

THE "ELECTRONICAM"—Allen B. DuMont Labs' combined live-film camera—probably will be publicly demonstrated Thursday afternoon in DuMont's Manhattan Telecentre, according to Allen B. DuMont, president of the firm.

In answer to a B•T query, Dr. DuMont acknowledged that the demonstration will take place this week, marking the first appearance of the camera since disclosure of the development some months ago [B•T, Jan. 3].

The new live-film system is designed to provide high-quality film at a low cost. Speculation has centered on the possibility of the company, which is the parent of the DuMont Television Network, entering both distribution and syndication of film. In addition, the network is expected to revitalize its national operations via the live-film technique.

DuMont officials, however, declined last week to comment on these reports.

Some details on the "Electronicam" and a picture of an original model were disclosed a few weeks ago in the annual report of Allen B. DuMont Labs [B•T, March 28].

Preparations for the demonstration already have been made. DuMont, it was reported, has shot film samples from its networked *Captain Video* and Paul Dixon shows, for the Thursday showing.

Among reported uses for the camera was the suggestion aired a fortnight ago for a "film university" which, if effected, would bring DuMont and Columbia U. (or New York U.) together in a mass adult education program via combined live-film resources [B•T, April 4].

Chromatic Planning Color Set Under $500

CHROMATIC Television Labs believes it has about developed a color tv set that could retail at less than $500, a spokesman for the research and development laboratory admitted last week.

A report that the set would be demonstrated publicly in June, however, was called "premature." Chromatic's spokesman added that "chances are good" that the receiver could be manufactured at a price "under $500." The Chromatic research firm would use the single-gun, Lawrence tube, developed by Dr. Ernest Lawrence of Stanford U.

Also reported, but unconfirmed by Chromatic, are plans for using only 24 tubes in the receiver as compared to the minimum of 28 contained in sets now on the market. Picture tube size, it was said, would be large-screen, either 21 or 22 inches. Chromatic is 50% owned by Paramount Pictures.

February Radio Production Shows Large Gain Over '54

PRODUCTION of radio sets in February far exceeded the figure for one year ago and was ahead of January of this year, according to Radio-Electronics-Tv Mfrs. Assn. The figure for February was 1,089,724 sets compared to 769,232 in the same 1954 month and 1,068,146 in January 1955.

Tv output in February reached 702,514 sets compared to 654,582 in January and 426,933 in February 1954.

Of tv sets made in February, 101,217, or 14.4%, had uhf tuning. Fm tuning was incorporated in 17,751 radios plus 1,026 tv sets.

Radio output in the first two months of 1955 totaled 2,157,870 sets compared to 1,641,213 in the same 1954 period. Tv two-month output this year was 1,357,096 sets compared to 847,504 in the same 1954 period.

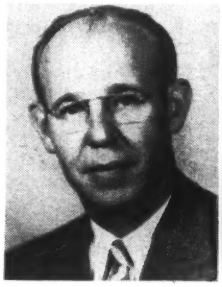
Data for the two months of 1955:

	Television	Home Sets	Portable
January	654,582	280,121	47,30
February	702,514	232,831	109,12
TOTAL	1,357,096	512,952	156,42

	Auto	Clock	Total Radio
January	573,837	166,885	1,068,14
February	597,742	150,031	1,089,72
TOTAL	1,171,579	316,916	2,157,87

Sylvania Names Weiss Ehlers to New Positions

PROMOTION of Walter A. Weiss to general manager of the radio tube division of Sylvania Electric Products Inc., Emporium, Pa., and the appointment of Herbert A. Ehlers to succeed



MR. EHLERS

MR. WEISS

him as general manufacturing manager of the same division were announced last week by Matthew D. Burns, vice president of operations for the company.

Mr. Weiss' advancement follows the recent appointment of Mr. Burns to his present post from that of general manager of the radio tube division. Mr. Weiss worked parttime for the radio plant while attending Pennsylvania State U. and became a test equipment engineer on a fulltime basis in 1941. He later became supervisor of quality control, division manager of quality control, manager of the plant at Emporium and manager of the company's Burlington (Iowa) radio tube plant.

Mr. Ehlers joined the company in 1933 as a factory engineer at Emporium where he now will make his headquarters. He later served as manager of product engineering for the radio tube division and manager of the Huntington (W. Va.) plant, his most recent post.

$50,000 Tv Station Offered by Dage Tv

A COMPLETE low-powered tv station for $50,000 is being offered by Dage Television Div., Thompson Products Inc., Michigan City, Ind.

The equipment has been offered tv stations pending FCC approval of the proposal to permit low-powered tv operations in cities of 50,000 population or less [B•T, April 4].

Last October, Dage completed installation of a low power tv installation for the U. S. Air Force on the Azores Islands. More recently it has finished a similar station at the Air Force base on Iceland. There are three others under construction, the company said.

Using a 200 w transmitter, capable of radiating up to 600 w with an antenna gain of three, Dage offers the following:

Plan I—for film and network programs only, $34,904. Plan II—same as Plan I with single live vidicon camera, $45,865. Plan III—same as Plan I with two live vidicon cameras, $51,382.

Excluded from the above prices are the costs of installation, tower and transmitter and studio housing.

GOBEL, DALY WIN PEABODY AWARDS

CBS places four, NBC and ABC both place three. WJAR-TV, KGAK, NAM also selected. Presentations to take place in New York April 20.

GEORGE GOBEL, for tv entertainment, and John Daly, for radio-tv news, were named the top individual winners of the 13 George Foster Peabody awards being announced today (Monday).

Network winners in the 15th annual competition were CBS (four awards), NBC (three) and ABC (three).

Presentation ceremonies will take place April 20 in the Hotel Roosevelt, New York, in conjunction with a luncheon of the Radio & Television Executives Society of New York.

Peabody categories and winners are:

Television entertainment: George Gobel, NBC.

Radio-television news: John Daly, ABC.

Television education: *Adventure,* CBS.

Television special awards: *Omnibus* and *The Search,* both CBS.

Television—youth-children's: *Disneyland,* ABC.

Television national public service: *Industry on Parade,* National Assn. of Manufacturers.

Television regional public service: WJAR-TV Providence, R. I., for "Hurricane Carol."

Radio entertainment: *Conversation,* NBC.

Radio education: *Man's Right to Knowledge,* CBS.

Radio contribution to international understanding: *Pauline Frederick at the UN,* NBC.

Radio local public service: KGAK Gallup, N. M., for *The Navajo Hour.*

Radio music (a citation): Boris Goldovsky (Metropolitan Opera), ABC.

Bennett Cerf, radio-tv performer, lecturer, publisher and author, is to be presentation master of ceremonies. Walt Disney, Clifton Fadiman, Miss Frederick and Messrs. Gobel and Daly are expected to take part in the awards program.

KGAK also was awarded an Alfred I. duPont award last month [B•T, March 28] for its specialized programming to the local Navajo and Zuni Indian market.

Mr. Daly

Mr. Disney

Miss Frederick

Mr. Gobel

Clifton Fadiman
Host
'Conversation'

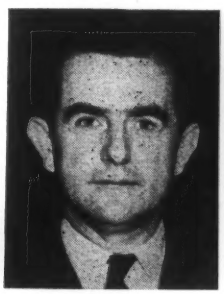
Chas. Collingwood
Narrator
'Adventure'

Allistair Cooke
Narrator
'Omnibus'

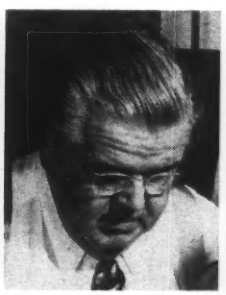
Helen Sioussat
Dir. Talks, CBS, 'Man's Right to Knowledge'

Milton Cross
Commentator
'Met Opera'

Merle H. Tucker
Pres.-Gen. Mgr.
KGAK Gallup



Peter James
Manager
WJAR-TV Providence



G. W. Johnstone
Radio-Tv Dir.
Natl. Assn. of Mfrs.

WKMI
KALAMAZOO
Western Michigan's Most Powerful Independent
Serving the Kalamazoo-Battle Creek 270,000 Metropolitan Area
★
5,000 Watts
Full Time • at 1360
Steere Broadcasting Corporation
Nat'l Rep., Forjoe

BMI "Pin Up" Hit
THE SAND AND THE SEA
RECORDED BY
NAT KING COLE . . . . . Capitol
BOB SANTA MARIA & LEROY HOLMES ORCH. . MGM
PUBLISHED BY
WINNETON MUSIC CORP.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

KDKA, WQAN Take Firsts In Pa.-Del. AP Radio Awards

KDKA Pittsburgh and WQAN Scranton won the first place awards for general news for stations 5 kw and over and under 5 kw, respectively, in the newscasting awards announced April 1 by the Pennsylvania-Delaware AP Radio Assn.

In second and third place behind KDKA were WIP Philadelphia and WILK Wilkes-Barre. Placing behind WQAN were WKAP Allentown and WRAK Williamsport.

Other award winners in the order of finish were:

WBVP Beaver Falls, WAZL Hazleton, WQAN, sports news; WILK, WIP, commentary; WQAN, farm news; WQAN, WESB Bradford, women's news.

Special citations: WCNR Bloomsburg, WILK, WBRE Wilkes-Barre, WBVP, WMRF Lewistown, WCHA Chambersburg, WBPZ Lock Haven, WHP Harrisburg and WLYC Williamsport.

Judges in the contest were: Monroe Benton, news director, WELM Elmira, N. Y.; Walter D. Engels, manager of news and special events, WPIX (TV) New York, and Robert B. MacDougall, director of public relations and educational activities, WAAT-WATV (TV) Newark, N. J.

RCA Wins Two ABP Awards

TWO awards for "outstanding advertisements published in merchandising publications during 1954" were presented last week to the RCA Victor Television Div. of RCA by the 13th annual advertising competition sponsored by Associated Business Publications. Presentations were made at a joint luncheon meeting of ABP and the Sales Executives Club of New York at the Hotel Roosevelt. The "First Award" was for a color ad which introduced the 1954 line of RCA Victor tv sets to retailers. An "Award of Merit" was given for a series of nine ads acquainting dealers with features of the merchandise.

George Polk Awards Presented

GEORGE POLK Memorial Awards luncheon was held last Thursday at the Hotel Roosevelt, New York. Plaques were presented following the luncheon. In the radio-tv reporting field, Eric Sevareid of CBS, received an award. A special award was presented to the public affairs department of NBC and an award for community service was presented to WNYC New York.

AWARD SHORTS

Don Herbert, star, NBC-TV *Mr. Wizard,* presented citation from Chicago chapter, American Chemical Society, for "important contributions to science education."

WGLV (TV) Easton, Pa., presented award from National Exchange Club "for outstanding support" of National Crime Prevention Week.

John Terry, news director, WVKO Columbus, Ohio, presented scroll from city's firemen for his work in helping better their salaries and benefits.

WMAR-TV Baltimore presented citation of merit by Tall Cedars Muscular Dystrophy Fund and Muscular Dystrophy Assn. of America for its work in collecting funds to fight that disease.

WGN-AM-TV Chicago honored by American Legion's Voiture 220 Society for its cooperation in helping to publicize society's annual Christmas "Gifts to Yanks Who Gave" program.

Dr. Albert B. Sabin, U. of Cincinnati professor, on WCPO-TV that city's *Dotty Mack Show,* presented International Sertoma Club's 1954 distinction for service to mankind award for his research work on polio, encephalitis, etc.

Ed Viehman, host of *Mr. Nobody Show* on WCCO Minneapolis, named winner of Minneapolis Junior Chamber of Commerce's annual award for outstanding public service; **Arle Haeberle,** director of women's activities, same station, also was recipient of Jaycee award.

Jack Allen Potts, program director, WCTC New Brunswick, N. J., has been awarded Jewish War Veterans' Outstanding Citizen and Americanism Medal for 1955 by organization's local post.

George Burns, co-star of CBS-TV *George Burns and Gracie Allen,* received Boys' Clubs of America's Special Man & Boy Award in recognition of outstanding citizenship attained by former Boys' Club member.

Harry Wismer, MBS sportscaster, presented 1955 sports award by Amvets organization for work in promotion of sports as deterrent to juvenile delinquency.

ABC-TV *College Press Conference* (Sun., 4:30-5 p.m. EST) presented "Barbed Wire Award" from American Heritage Foundation March 27 for assistance program has given to work of Crusade for Freedom.

GATES

Your One Source For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

St. Laurent Says He Opposes Switch From CBC Regulation

CANADA's Prime Minister Louis St. Laurent is against establishment of a separate and independent regulatory body for radio and television and he is for maintenance of the present system whereby the government's Canadian Broadcasting Corp. regulates all radio and television in Canada. This he stated in the Canadian House of Commons at Ottawa on March 31 when questioned about the recommendation of the National Liberal Federation that a royal commission be formed to consider establishing a body to exercise control over the CBC and private stations. Although it was his personal opinion, it was interpreted as a warning that demands of the opposition parties and the Canadian Assn. of Radio & Television Broadcasters for an independent tribunal would not get very far so long as he remained Prime Minister and head of the Liberal Party. The advisory council of the National Liberal Federation made the recommendation at Ottawa on March 30.

Pioneer Membership Open

MEMBERSHIP in the Pioneer Club of the Canadian Assn. of Radio & Television Broadcasters is being held open until April 30. The CARTB Pioneer Club Committee has learned that a number of men who have been in Canadian broadcasting since before 1926 have not joined the organization. Anyone in the Canadian industry with more than 25 years of service prior to Dec. 31, 1951, is eligible for membership in the Pioneer Club. After April 30, 1955, nominations will be permanently closed, CARTB executive vice president T. J. Allard has announced.

Three Get Rogers Award

THREE ONTARIO radio stations, CHUM Toronto, CFOR Orillia and CFJB Brampton, were awarded the Col. Keith Rogers Memorial Award by Canadian General Electric Co. Ltd., Toronto, for outstanding services during hurricane Hazel last October. The presentations were made at the annual dinner of the Canadian Assn. of Radio & Television Broadcasters at the Chateau Frontenac, Quebec, on March 21 [B•T, March 28].

INTERNATIONAL SHORTS

CJON-TV St. John's, Nfld., ch. 4, expects to have test pattern on air by July 25 and will start operations by end of August, as first station in island province.

INTERNATIONAL PEOPLE

Neil Leroy, formerly with O'Neill, Larson & McMahon, Toronto, to Gislason-Reynolds Ltd., Toronto, as radio-tv supervisor.

David G. McLaughlin, account executive, Vickers & Benson Ltd., Toronto, to program div., All-Canada Radio Facilities Ltd., Toronto.

Jack Hulme, Ontario sales representative, program div., All-Canada Radio Facilities Ltd., Toronto, to tv time sales and service dept., All-Canada Television, Toronto, succeeding **Bill Stoeckel** who joins national sales staff, CHCH-TV Hamilton, Ont.

Al Davidson, news editor, CKY Winnipeg, Man., selected by External Affairs Dept. of Canada to make NATO tour of Belgium, Netherlands and Luxembourg to observe accomplishments and present developments of NATO in area.

McConnaughey, Hennock To Address IERT Meet

FCC Chairman George C. McConnaughey and Comr. Frieda B. Hennock are scheduled speakers at 25th anniversary sessions of Ohio State U.'s Institute for Education by Radio-Television, which gets underway tomorrow (Tuesday) at the Deshler-Hilton Hotel, Columbus. Sessions run through Friday.

Mr. McConnaughey, at the Thursday 25th anniversary dinner, will join with Davidson Taylor, NBC vice president in charge of public affairs, and David D. Henry, executive vice chancellor of New York U. and chairman of the Joint Committee on Educational Tv, in examining "The Shape of Things to Come." This will be followed by the presentation of awards by Judith C. Waller, chairman of the IERT awards committee.

Miss Hennock will address a Thursday morning clinic on campus stations. Taking part in the same session will be Jim Bruce, WLWT (TV) Cincinnati program manager, Rev. Francis J. Heyden, director of the *Georgetown U.* (D. C.) *Forum*, and Jerome A. Fallon, Notre Dame Speech Dept., who will serve as chairman.

Dr. I. Keith Tyler, director of the institute and director of radio activities at OSU, at the opening session will discuss "Educational Broadcasting Comes of Age." World-wide aspects of broadcasting will be considered in a Wednesday session featuring Eugene King, program manager of the Voice of America, Alec Sutherland of BBC New York, and Burton Paulu, manager of KUOM, U. of Minn. station and former senior Fulbright research scholar with BBC.

In addition to other featured speakers, 15 work-study sessions and clinics and 16 special-interest groups are scheduled.

Northwestern U. Slates Information Access Clinic

NORTHWESTERN U.'s Medill School of Journalism will conduct a freedom of information clinic on the Evanston (Ill.) campus sometime in May, inviting midwest editors and lawyers to discuss relationship between news media and the legal profession.

Jacob Scher, university journalism professor who made the announcement, has just been appointed editor of the Freedom of Information News Digest, sponsored by the National Editorial Assn. The digest is intended to keep readers abreast of developments in "the continuing struggle for access to the news." Prohibition of television from public meetings and courtrooms is one of the "areas of conflict," Mr. Scher noted.

The Medill clinic will deal with this and other problems, including the general problems of libel, privacy and contempt of court.

Similar sessions on news access will be held in the Midwest by the AP April 1 and Illinois News Broadcasters Assn. April 2 at meetings in Springfield, Ill.

Commercial Tv, Education Liaison Asked by Dunham

COMMERCIAL broadcasters should be partners in the enterprise of applying television to education, Dr. Franklin Dunham, chief of radio-tv, U. S. Office of Education, said last Wednesday in Spokane, Wash.

He spoke on "How We Can Make Television Our Ally in Education," before the Inland Empire Educational Assn., composed of leading educators from Idaho, Montana, Oregon and Washington.

"Not being entertainers," Dr. Dunham said, "we should quietly retire from a field where we have little or no competence and develop that side of television's potential which we recognize as education."

He advised ". . . that it is foolish to compete with commercially-operated television stations on the entertainment level and just as questionable to spend large sums of money to duplicate their spot-news and special events programs." A "clearly-understood liaison" with commercial broadcasting is needed, Dr. Dunham said.

He outlined the characteristics that made television a "distinctive tool of learning" and said these are the same characteristics that make tv a superior medium for advertising. He explained: . . . "good advertising is as far from entertainment, as is education." Both must be convincing, he asserted.

Many programs on the commercial networks "all grist to the mill" of the intelligently conducted classrooms of the nation on the high school level, Dr. Dunham declared. He speculated that someday there may be an educational program network.

Tv Scholarships Announced

AVAILABILITY of 10 graduate scholarships, worth $750 each for study and experience in television, has been announced by Boston U. and WGBH-TV Boston, owned by the Lowell Institute Cooperative Broadcasting Council. The scholarships, effective next July and good for a calendar year, allow for advanced courses in communication at Boston U. and regular production crew assignments on the station. Applicants, who must hold a bachelor's degree, may obtain forms from Prof. Leo Martin, Chairman, Div. of Communication Arts, School of Public Relations & Communication, Boston U., 84 Exeter St., Boston.

Teachers Buy Tv Time

NEW YORK Teachers Guild (AFL) a fortnight ago purchased a half-hour on WABD (TV) New York to present its story, George L. Baren-Bregge, general manager, announced. It is reportedly the first time in television that an organization of this type has bought tv time.

The telecast, titled *The Crisis in Education*, featured discussion of problems confronting the educator. All participants in the program were school teachers in the New York City school system.

Broadcast Management Inc. Formed as Business Counsel

FORMATION of Broadcast Management Inc., New York, specializing in talent and business counsel for radio and tv organizations, has been announced by Marvin Josephson of the CBS-TV legal department. Mr. Josephson resigned from CBS-TV April 1.

The new firm will represent Information Productions Inc., New York, and other clients. IP produces CBS-TV's *The Search, You Are There* and the forthcoming *Conquest of the Air*. The firm also will serve as business adviser to agencies in negotiating network and national spot transactions. The firm's headquarters is at 5 E. 57th St. Telephone is Eldorado 5-1722.

Beeuwkes Opens Consultancy

LAMBERT BEEUWKES, who resigned last February as general manager of the Vic Diehm station in Boston, WVDA, has opened a radio-television station management consultancy office, Mr. Beeuwkes has announced.

MR. BEEUWKES

The office is at 1015 Little Building, Boston, and the telephone number is Hubbard 2-2070.

A 23-year broadcasting veteran, Mr. Beeuwkes has managed WROV Roanoke and WDAS Philadelphia. He also has handled sales and promotion at KYW Philadelphia, WXYZ Detroit, MBS and the Lone Ranger Inc.

PROFESSIONAL SERVICE PEOPLE

Paul Scheffels, formerly with Ben Sonnenberg, N. Y., publicity firm, resigns to become full partner with Mickey Greenman in Publicity Assoc., N. Y.

Franklin E. Brill, formerly vice president and director of public relations, defunct Cecil & Presbrey, N. Y., to Stephen Fitzgerald & Co. there, public relations firm, as principal associate.

THE LATEST WCKY STORY

Get ALL The Audience This Spring and Summer

"Out of Home" Listeners in the Cincinnati Market Area, Tune to WCKY *PREDOMINANTLY*

*Av. Summer "Out of Home" Share of Audience
6 a.m.—6 p.m.; Monday thru Sunday

WCKY 30.6%
Net Sta. A 23.8%
Net Sta. B 10.8%
Net Sta. C 5.7%
Net Sta. D 8.5%

* Summer '54 Pulse

WCKY CINCINNATI

You Get ALL — When You Buy WCKY

RECORDING IN A JET

WHEN Paul Long, newscaster of KDKA Pittsburgh and a flyer during World War II, tried his hand at piloting a modern jet, the radio audience "rode" with him. His voice, tape-recorded as he handled the controls of an Air National Guard T-33 jet 18,000 ft. above western Pennsylvania, was heard on the April 2 broadcast of the *Perspective* show, a KDKA weekly news and news feature program. On March 23 Mr. Long and Jerry Landay, KDKA news supervisor, took turns going up with pilots of the 147th Fighter Squadron of the Pennsylvania Air Guard's 112th Fighter Wing. Their voices as they talked to each other and to the pilots on the plane's intercom and air-ground radio were tape-recorded at the Guard's base at the Greater Pittsburgh Airport and then edited into a half-hour program.

6,000 HAMBURGERS

SIX-HOUR spot announcement campaign on KWIZ Santa Ana, Calif., to advertise the sale of two hamburgers for the price of one, sold over 6,000 for the two Hall's Drive-in restaurants there, KWIZ reports. Not only did the station's disc m.c. staff promote the sale on the air, but turned out en masse to man the hamburger griddles at the drive-ins.

LIVE OPERATION

WSB-TV Atlanta March 30 presented "Operation Lung Cancer," a live, local production of an operation to remove part of a diseased lung, produced in cooperation with the Georgia division of the American Cancer Society, the Fulton County (Ga.) Medical Society and greater Atlanta's Red Cross blood bank. The show took viewers into the operating room of an Atlanta hospital while surgeons were at work and the cameras occasionally shifted to the WSB-TV studios where a panel of doctors discussed the operation's progress. A further hospital report was aired on a news show following the regular program. A complete follow-through of the case is being conducted through film interviews with the patient and doctor until the patient himself is able to appear in the station's studios to review the case.

RAB PRESENTATION

RADIO's ability to introduce a new line or product effectively, to excite dealers and to pre-sell consumers is pointed up in a new Radio Advertising Bureau presentation, "Harder Selling for Hard Goods," distributed to members April 1.

URANIUM PROSPECTING

WOULD-BE prospectors with tv sets in the San Antonio area will be helped on their way to a strike by WOAI-TV there, which is starting a tv course in uranium prospecting and related aspects next Sunday (April 17). Co-sponsored by St. Mary's U., the course will consist of eight half-hour programs on successive weeks and will be taught by experts in the fields of geology, mining, physics and law. Instructors will be drawn from the staffs of St. Mary's, the Southwest Research Institute and two mining companies. The program, which will include interviews and visual demonstrations, is in answer to interest evidenced in several uranium strikes in the vicinity.

KYW Philadelphia is "popping its cork" over the December 1954 Nielsen ratings which show the station to be the one most listened to in the city. Agency people in Philadelphia, New York, Chicago and Detroit were served miniature champagne bottles in wine buckets and a special promotion brochure by models and sales representatives. Receiving the promotions for the Lavenson Bureau of Advertising, Philadelphia, is J. H. Lavenson (seated), president. L to r: Yvonne Collins, model who made the presentation; R. H. Teter, KYW sales manager, and William Sherry, KYW sales representative.

WNYC BOOK FESTIVAL

THIRD annual book festival sponsored by WNYC New York will be held April 1-7, it has been announced by Seymour N. Siegel, director of radio communications for the City of New York. Event will feature over 100 special programs covering all aspects of writing, production, criticism and appreciation of books, he said. The station plans to broadcast special reading and discussion programs throughout the week. All of WNYC's regularly-scheduled shows will also back the literary theme during the week. The festival is presented each year in conjunction with the American Book Publishers Council.

TWO DOLLARS FOR ONE

TO WHET the appetites of advertisers and agencies in WLW Cincinnati's "Two for One" plan and a planned meeting to explain the offer, the station distributed a series of three ashtrays with attached quarters, half-dollars and silver dollars spelling out "1 = 2" on WLW. The last day before the meeting each person to be present received a leather-bound "Today's Mail" folder containing a letter from R. E. Dunville, Crosley Broadcasting president, thanking them for their attendance at the planned meeting. The station also prepared a special brochure describing the "Two for One" plan wherein a client receives a dollar's worth of WLW advertising and a dollar's worth of merchandising and promotion for a dollar spent.

WABD (TV) SALES BROCHURE

BROCHURE titled "How to Pinpoint More Sales With Your New York Tv Advertising," was distributed by Avery-Knodel, station representative firm, on behalf of WABD (TV) there. Among the points stressed in the promotion piece are: WABD has shown the largest numerical gain of any New York tv station in the number of spot accounts during the 1953-54 period; the size of the station's nighttime audience and documentation of WABD's low cost of reaching each tv family. Advertiser success stories and details of WABD's exclusive merchandising plan for supermarket-distributed products are also included in the report.

CELEBRITY MOTORCADE

A MOTORCADE, sponsored by *Tv Guide* in cooperation with NBC, General Motors (Oldsmobile Div.) and Balaban & Katz theatres, rolled down Chicago streets, laden with national celebrities, as a special salute prior to the Hollywood Academy Awards presentation on NBC-TV last fortnight. The promotion was in connection with *Tv Guide's* cover picture-preview of the Hollywood event in its issue last fortnight. The 12-car motorcade passed through Chicago's loop on March 25.

AMERICANS IN SAUDI ARABIA

SERIES of on-the-scene recorded interviews with Americans now working in Saudi Arabia for the Arabian American Oil Co., including popular Arabian recipes for women's shows, have been distributed free to radio stations in the U. S. by Sessions & Caminita, 777 14th St., N.W., Washington 5, D.C., public relations counsel for the oil firm. No advertising is contained in the interviews, usable on both sponsored and sustaining programs. The recipe features already have been ordered by some 300 stations, according to Ludwig Caminita Jr., firm partner. Discs and tapes are being offered exclusive in each market on a first request basis.

WOR SALES CONTEST

WINNER of first prize in a sales contest at WOR New York, was Martin B. Monroe, account executive. He is off to Florida with his family for a two-week vacation with the station picking up the tab. During the competition, salesmen were awarded points on the basis of new accounts brought in, advertisers new to radio and similar classifications.

Station Authorizations, Applications

(As Compiled by B • T)

March 31 through April 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1955 *

	AM	FM	TV
Licensed (all on air)	2,687	525	130
CPs on air	5	17	†318
CPs not on air	101	11	130
Total on air	2,692	542	448
Total authorized	2,793	553	578
Applications in hearing	137	2	167
New station requests	186	5	17
New station bids in hearing	76	0	151
Facilities change requests	146	7	36
Total applications pending	755	67	222
Licenses deleted in Feb.	0	3	0
CPs deleted in Feb.	1	0	2

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through April 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,705	2,696	115	192	77
Fm	542	526	32	7	2

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	276	319	597[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	107	417
Noncommercial on air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	959	337	740	537	1,278[2]
Educational	57		29	28	57[3]
Total	1,015	337	769	565	1,335[4]

[1] One hundred-thirty-six CPs (26 vhf, 110 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 630 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Roanoke, Va.—Times World Corp. (WDBJ) granted vhf ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,997 ft., above ground 573.5 ft. Estimated construction cost $525,064, first year operating cost $238,450, revenue $191,400. Post office address: 201-203 W. Campbell Ave., Roanoke. Studio location: 124 W. Kirk Ave. Transmitter location: Ft. Lewis Mt. Geographic coordinates 37° 20′ 37″ N. Lat., 80° 04′ 14″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer George C. Davis, Washington. Principals include **First National Exchange Bank of Roanoke, executor and trustee of the estate of J. P. Fishburn** (49%); **J. B. Fishburn** (recently deceased) (40%); Vice President and General Manager **Shields Johnson**; Vice President and Associate Publisher **M. W. Armistead III**; Treasurer **R. H. Wills** and Secretary **Barton W. Morris Jr.** Granted March 31.

APPLICATION

Tucson, Ariz.—D. W. Ingram & Kathleen Ingram d/b as Tucson Tv Co., vhf ch. 9 (186-192 mc); ERP 57.7 kw visual, 34.7 kw aural; antenna height above average terrain 190 ft., above ground 337.3 ft. Estimated construction cost $271,655, first year operating cost $276,068, revenue $300,000. Post office address Box 2528, Tucson. Studio and transmitter location 1151 S. Warren, Tucson. Geographic coordinates 32° 12′ 17″ N. Lat., 110° 56′ 45″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Mr. Ingram is owner of lumber company and warehouses. Filed April 1.

Existing Tv Stations . . .

ACTIONS BY FCC

KFSD-TV San Diego, Calif.—KFSD Inc. granted mod. of CP for ch. 10 to change ERP to 245 kw visual, 123 kw aural; antenna height above average terrain 750 ft. Granted March 31; announced April 5.

KLIX-TV Twin Falls, Idaho—Southern Idaho Bcstg. & Tv Co. granted mod. of CP for ch. 11 to change ERP to 29.5 kw visual and 14.5 kw aural. Granted March 31; announced April 5.

KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co. granted mod. of CP for ch. 9 to change ERP to 285 kw visual, 142.5 kw aural; studio location to 614 Pierce St.; antenna height above average terrain 724 ft. Granted March 30; announced April 5.

WLEX-TV Lexington, Ky.—WLEX-TV Inc. granted mod. of CP for ch. 18 to change ERP to 200 kw visual and 100 kw aural. Granted March 28; announced April 5.

WGBH-TV Boston, Mass.—WGBH Educational Foundation granted STA to provide program services on reserved ch. 2 pending filing of license application. Granted March 28; announced April 5.

WABD (TV) New York—Allen B. DuMont Labs Inc. granted mod. of CP for ch. 5 to change ERP to 17 kw visual, 8.91 kw aural; antenna height above average terrain 1,340 ft. Granted April 1; announced April 5.

WSJS-TV Winston-Salem, N. C.—Triangle Bcstg. Corp. granted mod. of CP for ch. 12 to change aural ERP to 200 kw; antenna height above average terrain 2,000 ft. Granted March 29; announced April 5.

KWTX-TV Waco, Tex.—KWTX Bcstg. Co. granted STA to operate commercially on ch. 10 until Aug. 1, 1955. Granted March 24; announced April 5.

KREM-TV Spokane, Wash.—Louis Wasmer granted mod. of CP for ch. 2 to change ERP to 50 kw aural. Granted March 29; announced April 5.

STATION DELETED

WLEU-TV Erie, Pa.—Commodore Perry Bcstg. Service Inc. FCC deleted tv station on ch. 66 at request of station. Deleted March 31.

APPLICATIONS

WKNY-TV Kingston, N. Y.—WKNY-TV Corp. seeks mod. of CP to change from ch. 66 to ch. 21 and change station location from Kingston to Poughkeepsie, N. Y. Filed April 1.

WHIS-TV Bluefield, W. Va.—Daily Telegraph Printing Co. seeks mod. of CP for ch. 6 to change studio location to Municipal Building, corner Ramsey & Bland Sts., Bluefield. Filed March 31.

New Am Stations . . .

ACTIONS BY FCC

Clifton, Ariz.—Henry Chester Darwin d/b as Darwin Bcstg. Co. granted 1450 kc, 250 w unlimited. Post office address Box 1394, Banning, Calif. Estimated construction cost $8,410, first year op-

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erating cost $21,600, revenue $27,000. Mr. Darwin is sole owner of KPAS Banning, Calif. Granted March 31.

Madison, Ga.—David Leonard Hitchcock granted 1250 kc, 1 kw daytime. Post office address Beacon Heights, Madison. Estimated construction cost $15,650, first year operating cost $10,140, revenue $100. Mr. Hitchcock is owner of local electrical appliance company. Granted March 31.

Campbell, Ohio—Myron Jones granted 1570 kc, 250 w daytime. Post office address 4004 Elmwood Ave., Erie, Pa. Estimated construction cost $12,095, first year operating cost $50,000, revenue $60,000. Mr. Jones is president-general manager-majority stockholder WJET Erie, Pa. Granted March 31.

APPLICATION

Long Branch, N. J.—Herbert Scott & Ralph E. P. Mellon d/b as Long Branch Bcstg. Co., 1410 kc, 500 w daytime. Post office address 247 High St., Pottstown, Pa. Estimated construction cost $23,100, first year operating cost $65,000, revenue $75,000. Principals include **Herbert Scott** (75%), 45% owner WPAZ Pottstown, Pa., and **Ralph E. P. Mellon** (25%), 22.5% owner WPAZ. Filed March 29.

APPLICATIONS AMENDED

Harlan, Ky.—Ky-Va Bcstg. Corp. amends bid for new am station on 1280 kc, 1 kw daytime to specify 1410 kc. Filed April 1.

Clarksdale, Miss.—Anne P. McLendon, Harding Corley, Harvey T. Ross d/b as Coahoma Bcstg. Co. amend bid for new am station on 1570 kc, 1 kw daytime to specify 1600 kc. Filed March 30.

Existing Am Stations . . .

ACTIONS BY FCC

WMYR Ft. Myers, Fla.—Robert Hecksher granted change from DA-N to DA-2 and day power from 1 kw to 5 kw, continuing operation on 1410 kc, 500 w night. Granted March 30

WJKO Springfield, Mass.—Springfield Bcstg. Co. granted change in combined transmitter and studio location to 567 Shaker Rd., East Longmeadow, Mass., with nondirectional operation while continuing operation on 1680 kc, 5 kw daytime. Granted March 30.

WAAB Worcester, Mass.—WAAB Inc. granted change in daytime directional pattern while operating on 1440 kc, 5 kw unlimited. Granted March 30.

WSAR Fall River, Mass.—The Fall River Bcstg. Co. granted CP to change directional antenna night pattern while operating on 1480 kc, 5 kw unlimited, directional. Granted March 30.

WKOZ Kosciusko, Miss.—Cy N. Bahakel granted CP to change from 1340 kc, 250 w unlimited to 1350 kc, 5 kw daytime. Granted March 30.

KWEW Hobbs, N. M.—KWEW Inc. granted change from 1490 kc, 250 w unlimited to 1480 kc, 1 kw unlimited, directional night. Granted March 30.

WPUV Pulaski, Va.—Southwest Bcstg. Corp. granted permission to sign on at 6 a.m. and off at 8 p.m. Monday through Saturday; sign on at 8 a.m. and off at 8 p.m. Sunday, effective immediately and continuing until favorable action has been taken on application to change from 1230 kc, 250 w unlimited to 1580 kc, daytime only, with 5 kw excepting critical hours when 250 w (Canadian restricted). Granted March 30; announced April 5.

APPLICATIONS

WARE Ware, Mass.—Central Bcstg. Corp. seeks CP to change from 1 kw daytime to 1 kw fulltime, directional night on 1250 kc. Filed April 1.

KNBR North Platte, Neb.—John Townsend seeks CP to change from 1 kw daytime directional to 5 kw non-directional on 970 kc. Filed April 1.

WEKZ Monroe, Wis.—Green County Bcstg. Co. seeks CP to change from 500 w daytime to 1 kw daytime on 1260 kc. Filed March 31.

Existing Fm Stations . . .

ACTIONS BY FCC

WLEY Elmwood Park, Ill.—Elmwood Park Bcstg. Corp. granted CP to change from Class A to Class B on ch. 290 (105.9 mc); ERP 32 kw; antenna height above average terrain 250 ft. Granted March 31.

WCOL-FM Columbus, Ohio — AirTrails Inc. granted mod. of license to reduce ERP to 24.5 kw. Granted March 30; announced April 15.

Ownership Changes . . .

ACTIONS BY FCC

KOSI Aurora, Colo.—Mid-America Bcstg. Co. granted assignment of license to Mid-America Bcstg. Co. Mr. David M. Segal, former owner, retains 94% of stock. Granted March 29; announced April 5.

WJIM-AM-TV Lansing, Mich. — WJIM Inc. granted mod. of licenses to change name to Gross Telecasting Inc. Granted March 28; announced April 5.

WFIL-AM-FM-TV Philadelphia, Pa.—Philadelphia Area Pub. Inc. (The Phila. Inquirer Div.) granted mod. of licenses to change name to Triangle Publications Inc. (Radio & Tv Div.). Granted March 28; announced April 5.

APPLICATIONS

WABR Winter Park, Fla.—Orange County Bcstrs. Inc. seeks voluntary relinquishment of control by R. H. Gunckel Jr. through sale of 12% interest to Carmen Macri for $600. Messrs. Gunckel and Macri will now each own 40% interest. Filed March 29.

WNEX-TV Macon, Ga.—Macon Tv Co. seeks transfer of control from W. A. Fickling and Macon Bcstg. Co. to J. C. Barnes Sr. and E. K. Cargill for $1 and assumption of $260,000 in liabilities. Mr. Barnes (75%) is Texas oilman and Mr. Cargill (25%) is former WMAX Macon executive and theatre owner. Filed March 31.

WDQN Du Quoin, Ill.—Leonard M. Johnson & L. M. Johnson d/b as Ava Bcstg. Co. seek voluntary assignment of license to M. R. Lankford tr/as Du Quoin Bcstg. Co. for $30,000. Mr. Lankford is owner of WRAY Princeton, Ind., and of WCBQ Sarasota, Fla., and stockholder of WRAY-TV Princeton. Filed March 28.

WINI Murphysboro, Ill.—Cecil W. Roberts seeks voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. No consideration involved. Filed March 30.

KCRB Chanute, KCLO Leavenworth, Kan.—Cecil W. Roberts seeks voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. No consideration involved. Filed March 30.

WFTG London, Ky.—States Bcstg. System Inc. seeks voluntary assignment of CP to London Bcstg. Co. for $4,500. Principals include Pres. **Elmo Mills** (50%), 16.2% owner WWKO Ashland, Ky.; Sec.-Treas. **John P. Mills** (40%), purchasing agent for coal company; **Betty O. Mills** (5%), 7% owner WWKO, and **Frances S. Mills** (5%). Filed March 28.

KLOU Lake Charles, La.—The Pelican Bcstg. Co. seeks voluntary transfer of control to Gulf Bcstg. Co. through sale of all stock for $85,000. Principals include Pres. **G. T. Owen Sr.** (50%), pres.-stockholder WIBR Baton Rouge, La., and Vice Pres. **Robert Earle** (50%), vice pres.-stockholder WIBR. Filed March 29.

WJIM-AM-TV Lansing, Mich.—WJIM Inc. seeks voluntary transfer of control to Harold F. Gross and family in contemplation of sale of 193,000 shares of stock to public. The Gross family will retain 51.1% interest. Filed March 22.

WJPD Ishpeming, Mich.—Ishpeming Bcstg. Co. seeks voluntary transfer of 50% interest to Olive E. Deegan under terms of will of James P. Deegan, deceased. Filed March 28.

KCHI Chillicothe, KBIA Columbia, KREI Farmington, Mo.—Cecil W. Roberts seeks voluntary assignment of license to himself and his wife Jane A. Roberts as joint tenants. Filed March 30.

KBKR Baker, Ore.—Inland Radio Inc. seeks voluntary assignment of license to Oregon Trail Bcstg. Inc. for $65,000. Principals include Pres. **Kenneth B. Lockwood,** manager of KBKR; Vice Pres. **Ruth H. Jacobs** (99.9%), vice pres. of KBKR and Sec.-Treas. **Barbara J. Lockwood.** Filed March 28.

KWAT Watertown, S. D.—Midland National Life Ins. Co. seeks voluntary transfer of control to Clint W. Murchison through sale of 20,520 shares of stock from voting trust for $2,257,640. Midland National Life is 95.9% stockholder of Tri-City Tv Corp., applicant for new tv station on ch. 3 at Watertown. Mr. Murchison, former 32% owner of Midland National Life and holder of oil, gas and investment interests, will now own 73.9% interest. Filed March 30.

Hearing Cases . . .

INITIAL DECISIONS

Jacksonville, Fla.—New tv, ch. 12. FCC hearing examiner Charles J. Frederick issued initial decision looking toward grant of the application of Jacksonville Bcstg. Corp. for new tv station on ch. 12 in Jacksonville, Fla., and denial of the competing applications of the City of Jacksonville and Florida-Georgia Television Co. Action April 4.

Latrobe, Pa.—New am, 1480 kc. FCC hearing examiner Herbert Sharfman issued initial decision looking toward grant of the application of Latrobe Bcstrs. for new am station to operate on 1480 kc, 500 w, daytime only, conditioned upon applicant's filing, within 60 days of grant, an application for modification of permit specifying a site conforming to the Commission's rules and standards (Docket 10428). Action April 4.

Seattle, Wash.—New tv, ch. 7. FCC hearing examiner Thomas H. Donahue issued initial decision looking toward grant of the application of Queen City Bcstg. Co. for new tv station on ch. 7 in Seattle, Wash., and denial of the competing applications of KXA Inc. and Puget Sound Bcstg. Co. Action April 5.

OTHER ACTIONS

Hartselle, Ala.—FCC by order granted petition by Dorsey Eugene Newman and waived Sect. 3.28(c)—"10 percent rule"—in connection with his application for new am station in Hartselle, Ala., on 860 kc, 250 w, day, which is in consolidated hearing in Dockets 10638-40. Action March 31.

AT&T Off-the-Air Tv Program Pick-Up Service—FCC invited comments by April 29 to proposal by AT&T to provide off-the-air tv program pick-up service. This supplemental action is pursuant to FCC proposed rule making of Sept. 15 inviting comments and proposals looking to a review of its existing rules and policies regarding inter-city tv relay stations. (See story B•T, April 4.) Action March 30.

B. J. Parrish; KOTN; Southern Empire Bcstg. Co., Pine Bluff, Ark.; Southeastern Bcstg. System, Macon, Ga.; KNOE Monroe, La.; WDAK Columbus, Ga.—FCC designated for consolidated hearing applications for CPs to operate am stations on 540 kc and move KOTN from Pine Bluff to Brinkley contingent on grant of Parrish application; made WCID Cleveland, Miss., party to proceeding. Action March 30.

KXLA Pasadena, Calif.—The Commission announced its initial decision looking toward modifying the license of Pacific Coast Bcstg. Co. to specify nighttime power of 1 kw for its station KXLA Pasadena, Calif., and removing the condition now contained in its license (1110 kc, 10 kw, DA-1, unlimited hours) regarding further adjustment of DA system or reduction in power to protect any Class 1-B station in the Nebraska area; further ordered Pacific Coast to file, within 60 days, an application for such modified license, together with a horizontal plane radiation pattern and monitoring point values of field intensity resulting from the reduction in nighttime power from 10 kw to 1 kw. Action April 4.

Howard A. Chamberlin, Burlingame; Fred P. Muller, San Francisco, Calif.—FCC designated for consolidated hearing the matter of 60-day suspension of radiotelephone first class operator licenses. (See story this issue.) Action March 30.

Roald W. Didriksen, San Francisco; Carlton R. Schwarz, San Rafael; Anthony Severdia, South San Francisco, Calif.—FCC designated for consolidated hearing the matter of 90-day suspension of radiotelephone first class operator licenses. (See story this issue.) Action March 30.

Co-channel Uhf Boosters—FCC instituted rule making proceedings to determine whether booster operation is a feasible means for filling in shadow areas within the normal coverage of uhf tv stations. Comments due by May 20. (See story B•T, April 4.) Action March 30.

Greenwich, Conn.—FCC by order granted petition by its Broadcast Bureau and modified issues in proceeding on application of Greenwich Bcstg. Corp. for new am station in Greenwich, Conn. (1490 kc, 250 w, unlimited time) and made

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RADIO

Help Wanted

Managerial

Commercial manager. Must know business and be a producer. Salary $85 plus over-ride on total station gross. Send complete details, photo and references. Box 782G, B•T.

Sales manager—5000 watt non-directional, low frequency, midwest farm station. Must know agencies and national accounts. Expanding organization. Write Box 956G, B•T.

Mr. Sales Manager—This is what we offer: Minimum of $7,500 a year. Salary plus overrides on station earnings, plus bonus, plus pension benefits, make potential far in excess of this. Opportunity unlimited. Prosperous, expanding, promotion-minded market in rich industrial and agricultural midwest area. You'll go places with us! This is what we want from you: Sales finesse, personality and the capacity for hard, hard work. The man we hire must have leadership, thorough knowledge of sales methods and presentations and the ability to teach and push local salesmen. Write full details of experience and background, also interview availabilities to Box 968G, B•T.

Second man. Somebody besides manager can sell this conservative market. Daytimer, city 15,000. Need hard working assistant manager: With ideas, sellability, permanency. Full details, snapshot, desired earnings. Box 970G, B•T.

If you know radio—if can sell—here is $350 to $550 monthly depending on production. Commercial manager's job available. Salary plus commission. Box 983G, B•T.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

Excellent opportunity for good time salesman able to handle own copy. $75 a week salary plus 5% commission. Send complete details, photo and references. Box 781G, B•T.

Salesman: Salary plus commission, 10% stock ownership available to right man in one of the nation's top east coast metropolitan areas. Box 843G, B•T.

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RADIO

Help Wanted—(Cont'd)

Midwestern sales opening; station expanding staff; fully experienced, sound ideas, aggressive, intelligent approach. Send background, references and picture to Box 964G, B•T.

Experienced salesman needed to fill definite opening in sales staff at 5,000 watt NBC station in Eugene, Oregon. Competitive market, but good list of active one the air accounts to start. Send complete background and photo to KUGN, P.O. Box 112, Eugene, Oregon.

Aggressive salesman. Draw against commission. Chance to become commercial manager. Strict confidence. Reply Lee Hodges, WCPS, Tarboro, N. C.

Announcers

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

Experienced announcer-copywriter with creative ideas. Send resume, tape, samples, salary required. Chicago area. Box 978G, B•T.

Personality for morning show and teen-age show. Must be air salesman and versatile. Local station in competitive Carolina city of 100,000. Tape and resume. Box 985G, B•T.

Immediate opening for good newsman who can handle farm and sports programs. KIRX, Kirksville, Missouri.

Immediate opening top notch punch DJ. $80.00 weekly start. No beginners; experience necessary. KUDL, Kansas City.

Wanted: Air quality announcer—hard worker who likes radio. No combo job—no board work, just good announcer. Contact Charles Presley, WCNT, Centralia, Ill.

WFRL, Freeport, Illinois, wants qualified staff announcer. One year experience minimum. Salary offer based on present earnings. Contact Charles Harlan, WFRL.

Working pop DJ—Must have definite personality to take over established night spot on top independent. $75.00 per week, plus talent. Allowed to sell—15% commission. Send tape, picture and experience to WIBR, Baton Rouge, La.

Good announcer, minimum one year's experience. Contact Bill Jaeger, WJWL, Georgetown, Delaware.

Radio announcer and control board operator, restricted license required. Immediate opening, permanent. Phone, wire, write Ernie Ward, WKNY, Kingston, New York.

Combination announcer—first phone engineer. Central Penna. University town. M. J. Bergstein, WMAJ, State College, Pa. Phone Adams 7-4959.

Immediate opening—experienced announcer. Permanent position. Disc or tape, photo first letter. WMLT, Dublin, Georgia.

Personality DJ. Must be versatile, production conscious and, above all, excellent with commercial. Tape, photo and past experience, WWOL, 315 Main Street, Buffalo, N. Y.

Technical

Chief: 500 watt remote control daytimer. Full maintenance, taping. Some announcing halpful. Full details, including salary. Box 969G, B•T.

First phone, immediate opening, permanent position, thousand watt regional, need car, write or wire Ross E. Case, KWAT, Watertown, South Dakota.

First class licensed engineer for am-fm-tv, experienced preferred by will accept right man. Starting salary as high as $97.00 per week, depending upon experience. Contact Crain or Finnegan, WLBC, Muncie.

RADIO

Help Wanted—(Cont'd)

One experienced combo-man and one announcer for mountain transmitter-studio. Car necessary. Single men preferred. Room, board and salary. Call WMIT, Charlotte, N. C.

Wanted: Engineer, first phone, network station. WSYB, Rutland, Vermont.

Programming-Production, Others

Top news editor. Work as head of staff of three. Illinois independent. Future as big as the man. Send resume, salary desired, etc., to Box 974G, B•T.

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 980G, B•T.

Commercial copywriter with experience and ideas, and with pay on that basis. Position open in May. Submit complete application, state what your worth for key continuity work. KRNT-AM-TV, Des Moines, Iowa.

Radio copywriter. Immediate opening. Send complete information to WGEM-Radio-TV, Quincy, Ill.

Wanted: Copywriter-announcer combination for daytime station. Salary open. Radio Station WLTC, Gastonia, N. C.

Immediate opening for experienced copywriter both radio and tv accounts. Established CBS radio and vhf tv operation. Send experience, salary and references to Paul Clarkson, Continuity, WTAD, WHQA-TV, Quincy, Ill.

News reporter—announcer. Must be able to gather and write local news, deliver authoritative newscasts and do some announcing. Salary $75.00 a week. Send experience, tape and sample news copy to WVSC, Somerset, Pennsylvania.

Situations Wanted

Managerial

Aggressive, selling manager, ten years experience, available. Operate economically. Interested south-midwest-southwest salary percentage basis. Travel for interview. Employer references. Box 897G, B•T.

Sales manager—am—independent 500 w plus—north central or northwest. County population over 50,000. Salary plus commission—experienced. Box 903G, B•T.

Manager . . . assistant or sales management . . . two years television. 24 years broadcasting. Experienced. Available now. Box 962G, B•T.

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

General manager thoroughly experienced, young, successful, fifteen years, all phases. Desires progressive small or medium market. South preferred. Excellent references. Available in two months. Box 975G, B•T.

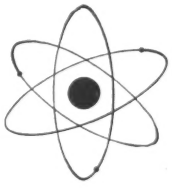
Manager—eighteen years radio administrative experience all phases except engineering. Presently assistant to president radio-tv. Married, stable, personable, capable, strictly sober. Top industry references including present employer. Available short notice if necessary. Box 977G, B•T.

Working manager or CM. I have changed stations quite often in the last 8 years looking for square shooter and there's not a station that can say I didn't make them money. Married, one child and don't drink. Big city or small town, am ready to settle down. I live by the square. From Chattanooga to Detroit. Reply Box 979G, B•T.

Radio station manager desires permanent position in southeastern market. Young, aggressive, civic-minded, sober, family man, not afraid of hard work or competition. Several years management, sales, programming and promotion experience. Consider my sales ability one of my best assets in successful management. Have owned and operated small market station and understand owners problems. Require $100 weekly, plus profit sharing incentive arrangement. For details, write Box 981G, B•T.

Management position desired by young family man. Experience radio continuity chief, tv film production, live tv production, tv film editing, film narration writing, publicity writing. Box 988G, B•T.

OPPORTUNITY AT RCA FOR BROADCAST FIELD ENGINEERS



RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

CAN YOU QUALIFY?

You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

Enjoy RCA advantages:

Top Salaries
Many Liberal Company-Paid Benefits
Relocation Assistance

For personal interview, please send a complete resume of your education and experience to:

Mr. John R. Weld, Employment Manager
Dept. Y-3D, Radio Corporation of America
Camden 2, N. J.

RCA SERVICE COMPANY, INC.

A Radio Corporation of America Subsidiary

RADIO

Situations Wanted—(Cont'd)

Managerial

Dick Rudolph, former sales manager of WITH, Baltimore, Md., is now available. Has average $200,000 annual sales for past 10 years. WITH is one of the nation's biggest money makers doing over $750,000 annually. Now want to make change. My best reference is my record. 3332 Piedmont, Baltimore. Phone Wilkins 7-0462.

Salesmen

Successful salesman. Excellent references. Married. Average-size market. Box 951G, B•T.

Announcers

Negro announcer and DJ, a smooth salesman, very good boardman. Box 813G, B•T.

Superior experienced announcer available. Good salary, working conditions required. Family. Box 866G, B•T.

Announcer, six years experience, DJ, news, staff, available immediately. Box 881G, B•T.

Staff announcer looking for sports minded station. Good sports background and worked all phases of radio. Not a drifter and is ambitious, plus good recommendations. Box 884G, B•T.

Announcer. First class license. Good voice. Experienced. Box 948G, B•T.

Announcer, three years experience combination announcer and engineer. Presently employed. Wish to change. Box 949G, B•T.

Sports announcer. Desires better position in radio or television . . . strong in all phases of play-by-play. 6 years experience. Box 950G, B•T.

Young announcer, 4 years experience, strong on news and commercials. Prefer southwest or Florida. Available May 1st. Box 954G, B•T.

Good music and newsman. Strong commercial delivery. Excellent ratings. Four years. Employed. BA degree. 26. Married. Seek permanency. Tape, resume. Box 958G, B•T.

Experienced announcer, small station operation, all phases, married, permanent, advancement necessary, third ticket try me. Box 960G, B•T.

Top rated disc jockey, large metropolitan market, seeks similar position, plus television opportunity. Box 976G, B•T.

Versatile announcer now available due to change station policy. College, 8 years experience including PD, best references, top at production. Contact Box 982G, B•T.

Available—DJ 8 years wants sell, write, produce 2 or more hours daily. Straight percentage. Prefer southwest. Tell all first letter. Box 984G, B•T.

Staff announcer, personality deejay, news and control board operations. Light experience. Married. Free to travel. Tape. Box 994G, B•T.

All around staff announcer, strong on news and commercials, DJ, programming with personality plus. Interested in community minded station. Veteran. Box 100A, B•T.

Intelligent deejay, announcer. Strong experience. Now available. East preferred. Box 105A, B•T.

West Coast summer replacement announcer. Experienced, mature. Also production, copy. Tape. Box 109A, B•T.

Graduate professional broadcasting school seeks position staff announcer. 2 years MC experience. Vet, car, will travel. Tape, resume. Box 110A, B•T.

Peedee—morning man. Eleven years experience. Currently earning two hundred per week as deejay. Will take less in good market. Family man. Thirty. Dependable. Box 113A, B•T.

DJ, versatile, sports play-by-play, 2 years experience, 28, married, vet, reliable, sincere, live voice, Pete Franklin—73 Propp Avenue, Franklin Square, L. I., N. Y. Phone FLoral Park 2-6286.

Super-comination—sales-announcer. First phone, production, writing—9 years experience. Capable small station management. Prefer Pacific Coast. Stan Marshall, 1342 West Florence, Inglewood, California.

Announcer, 3 years experience, third ticket. Single. Top DJ, news, sports, commercials. Contact Joe Mock, 830 N. Stewart, Arlington, Virginia. Jackson 5-5748.

RADIO

Situations Wanted—(Cont'd)

Experienced staff announcer, singer, swingin' deejay, authoritaive news. Available, will relocate, 26, single, vet. Dick Statler, 49 Lincoln Ave., Newark, N. J.

Experienced staff announcer. Authoritative newscasts. Relaxed commercial delivery. Korean veteran. Will travel. Mel Topper, 934 N. Harper Ave., L. A. 46.

Technical

Midwest only. Want vacation work at 5 to 50 kilowatt station. Experienced studio and xmtter. First fone. Box 862G, B•T.

Engineer: Licensed, fourteen years electronic experience. Four years tv installation, maintenance and operation. Desires position New England, New York area. Box 878G, B•T.

Engineer—first phone, sober, best references, 18 years am, fm to 50 kw, vhf, uhf. Prefer station in Appalachian Mountain section with a job to be done. Will consider any. Available May 1 to 15. Box 945G, B•T.

Chief engineer available, 5 years experience. Disability. Prefer Minn.-Wisc. Box 957G, B•T.

Chief engineer, 100% capable maintenance and construction. 15 years experience. Box 963G, B•T.

Chief engineer, first phone, 4 years am experience. Directional, non-directional, remote control fm operate and maintain equipment. Have car, married with family. Available immediately. Box 973G, B•T.

Engineer, first phone, ham license, experienced. Box 980G, B•T.

Engineer, chief or staff, middle aged, desires relocate permanently. Prefer southeast or south. Long experience am and fm, maintenance. Consider non-broadcast. Box 987G, B•T.

Engineer—competent any position tv or am. Box 992G, B•T.

Chief engineer—fifteen years experienced am and fm, directional, construction and maintenance. References available. Box 996G, B•T.

Part-time position in N. Y. C. wanted. Experienced studio, transmitter, recording, tape editing. Box 997G, B•T.

Combo man or engineer—26, first class phone, one year RCA advanced technology course, graduate United Radio Television Institute, amateur radio phone operator available immediately. Box 111A, B•T.

First phone engineer 7½ years experience all phases broadcast work. C. A. Terry, % F. M. Miller, RFD 1, Platte City, Mo.

Ten years am; one, tv transmitter experience. First phone, car, 30, single. Available immediately. $75 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Production-Programming, Others

Need creative copywriter? Send for one man's samples if you are a midwest station with TV, and away we'll go. Box 794G, B•T.

Newsman . . . experienced in both radio and television writing, editing, beat pounding and presentation. Prefer tv or combined operation. Put me to work and stand back. Box 886G, B•T.

Copywriter, experienced radio and agencies, wants to relocate in Florida. Can do air work, woman's shows. Box 901G, B•T.

Conscientious, young male copywriter, experienced NBC, ABC affiliates, desires permanent position with established station or agency with tv department. Your inquiry will bring prompt, unpadded letter of application. Box 965G, B•T.

Program director—live wire assistant, leading 50,000 watter, seeks challenging position requiring quick thinking, creativeness, administrative ability, open mind. Business-builder, 11 years experience sales, writing, promotion, air work. Imaginative programming regains lost listeners, pleases regular listeners, wins new listeners; radio's not dead; stale, motheaten ideas only make it seem that way. Make me eat these words. Box 972G, B•T.

TELEVISION

Help Wanted

Managerial

Commercial manager for vhf station in the southeast. Opportunity with established pioneer vhf station having major network. Excellent market. The man needed must be thoroughly experienced in local and national sales; able to lead and direct local sales staff. Prefer one who has knowledge of promotion and media advertising. Habits and character must be above reproach. This is no position for loafers or playboys, yet it is not a sweat shop. An honest day's work is all we expect. Our employees like our shop and fine working conditions. Very seldom does one leave us. This opening is unusual and offers excellent place for the right man. Write with detailed background about yourself, giving present income, experience, business and character references, family status, health; club, church and civic activities if any. All replies "strictly" confidential. Enclose photograph with application. Box 850G, B•T.

Salesmen

Salesmen: Now calling on agencies, in all parts of country, who would like additional revenue—from non-competitive service allied to tv. All replies confidential. Box 796G, B•T.

Technical

Tv engineer for midwestern metropolitan market to assist in planning and construction of vhf station. Must be thoroughly experienced in operation and maintenance of transmitter and studio equipment. Excellent opportunity for advancement. Forward complete resume and photo. Box 966G, B•T.

Tv-uhf chief engineer. State salary and experience, new RCA equipment, CBS, NBC network. 80 miles to nearest vhf. WMSL-TV, Decatur, Alabama.

Programming, Promotion, Others

Commercial copywriter with experience and ideas, and with pay on that basis. Position open in May. Submit complete application, state what your worth for key continuity work. KRNT-AM-TV, Des Moines, Iowa.

Situations Wanted

Managerial

Administrative assistant for radio-tv operation. Eighteen years administrative experience all phases except engineering, including revenue and expense budgets, personnel, purchasing, sales, research, negotiations, systems operational coordination and general detail. Presently assistant to president radio-tv. Married, stable, personable, capable, strictly sober. Top industry references including present employer. Box 993G, B•T.

Announcers

On-camera announcer-director! Highest agency-station recommendations. News-sports-commercials—speciality! Prefer southwest. Box 959G, B•T.

Television—radio staff announcer. 8 years radio, 16 months television experience. Live television commercials, personality shows. Seek new opportunity in larger market. Single, veteran, 31, car. Box 991G, B•T.

Announcer-newscaster, presently employed, with one year radio experience, all phases. Single vet, age 24. Desires opportunity in television. Capable—reliable—sincere. Box 104A, B•T.

Four years radio—one year tv, 29, family man. Tv announcer-director. Radio—former program director, production manager, morning man, announcer. Base baritone voice. Radio or tv. Box 116A, B•T.

Technical

Studio technician—cameraman. Graduate Television Workshop, New York. Have fine photography background. Veteran. Family man. Will relocate. Box 937G, B•T.

Cameraman—technician: Graduate top New York school. Have fine administrative background, along with photography. Widely traveled. Veteran. Family man. Will relocate. Write Box 938G, B•T.

Engineer, experienced in television studio and transmitter. Maintenance, operation. First phone. Want permanent position. Box 946G, B•T.

RCA Institute grad., FCC 1st phone, married, vet, 26 years. Box 986G, B•T.

1st class phone, graduate two technical schools, relocate anywhere, accept radio-television. Box 108A, B•T.

Consulting staff engineer experienced all phases am and tv station planning and installation wishes to enter tv broadcasting with new station as chief or assistant. Available two weeks. Box 114A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced cameraman — video, audio, floor manager, lighting, films, directing. Seeking permanent, or summer position with production opportunity. References; will relocate. Box 864G, B•T.

Director-floor manager-writer. 20 month with network O&O, 20 months intensive tv schooling. Excellent references. Box 955G, B•T.

Writer-producer. 5 years local, 3 years network experience. Now writing daily network show. Seek bigger role in smaller operation. Experienced in all phases of tv. Strong news background. College grad. 29. Married. Box 967G, B•T.

Film director position desired by tv film editor with over three years radio-tv experience. Box 989G, B•T.

Public service director--Presently employed as station manager but seeks more congenial work in larger station. Twenty years experienced tv and radio. Forty-six years old. Published author. Effective speaker. Can handle all details, do special events. Personal interview if desired. Box 995G, B•T.

Local stations . . .ideal man with program ideas . . . experience on operations from switcher to dolly-pusher. Network talent experience. 25, married, vet. Box 998G, B•T.

Sales, sales development, sales promotion man. Now delivering for syndicator. Would like to deliver for station. Box 999G, B•T.

Television news director—can handle any phases of news operation. Seven years experience, newspaper background. Desire to move to larger market. Box 102A, B•T.

Producer—Television. Eight years experience at large metropolitan vhf station—studio, master control, network and film operations, remote pickups including all sports, Prefer southeast. References. Box 106A, B•T.

Young man, desires position on tv production staff. S.R.T. graduate. Off-broadway theatre experience (stage manager) resume upon request. Box 107A, B•T.

FOR SALE

Station

For sale—Radio station upper midwest. Local outlet, network affiliate, excellent market, no tv. Ideal for manager-owner. No brokers please. Give financial responsibility in first letter. Write Box 889G, B•T.

One of Wisconsin's finest small market stations, showing excellent profits. Old established property. $55,000, $25,000 cash will handle. Write Box 952G, B•T.

Midwest. 1 kw. Independent. Earns $30,000 year. Priced right. Box 961G, B•T.

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

South Florida single station market. Pay $25,300 for 90% stock. Corporation liabilities $43,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment, Etc.

Fm 10 kw amplifier (less 1 kw driver). Also power supply. Western Electric type 506B-2. New. Reasonable. Box 895G, B•T.

500 foot type N16 Blaw-Knox tower. Top designed for GE fm mast. New, reasonable. Box 896, B•T.

For sale: 5 204A tubes for $50.00. Box 115A, B•T.

Approximately 1600 lbs #8 round and 475 lbs #10 flat soft drawn copper ground wire. Your choice 35 cents per lb. F.O.B. Sioux Falls, Max E. Pierce, KSOO, Sioux Falls, South Dakota.

FOR SALE

For sale: Like new RCA TG-1A sync gen. used only as spare. Will sell or trade for portable unit. Contact Bazil O'Hagan, WICS-TV, Springfield, Illinois.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastes service. Send for catalog. Also monitor and frequency measuring service. Edison Electronic Company, Temple, Texas.

WANTED TO BUY

Stations

Ft. Lauderdale, Fla., will trade for radio property beautiful 10 unit, 10 bath apartment, ½ block from ocean. Box 752G, B•T.

Miss.—Ark.—La.—W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 947G, B•T.

Wanted to buy, radio station, midwest preferred. Private. All replies confidential. Box 953G, B•T.

Responsible buyer wishes to purchase am property in Florida. Box 101A, B•T.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment, Etc.

Used 1 kw am transmitter. Prefer Gates BC-1F. Consider any at right price. Box 846G, B•T.

Need used console for campus radio station. Must be in good condition. Write KSSC, Magnolia, Ark.

Wanted—GR type 732-P1 range extension filter. State price and condition. WGL, Fort Wayne, Indiana.

Tv equipment needed—Lenses needed: 2—35mm; 2—50mm; 2—90mm; 2—135mm. Also needed: 1—DuMont portable sync generator; 5—headsets; 2—connecting DuMont "A" cables with connectors. Forward information including price, condition, age and guarantee, if any, to Northwest Radio and Television School, 1221 N. W. 21st Ave., Portland, Oregon.

INSTRUCTION

Get your FCC first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

RADIO

Situations Wanted

Managerial

DICK RUDOLPH

General Sales Manager 14 Yrs.

W-I-T-H

Baltimore, Maryland

Available

Has averaged over $200,000 in annual sales for past 10 years. W-I-T-H Baltimore is one of the Nation's biggest money makers doing over $750,000 yearly. Also with Hearst Newspapers for 10 years. Now want to make change. Best reference is my record.

3332 Piedmont
Wilkins 7-0462
Baltimore, Md.

RADIO

Situations Wanted—(Cont'd)

Programming, Promotion, Others

PROGRAM MANAGER

7 years in budget conscious operations as, Program Manager, producer, camera director film director, theatre director. Prefer east or west coast operation.

Box 112A, B•T.

FOR SALE

Stations

RADIO STATION

Beautiful semi-metropolitan area. Combination operation optional. Southern City. Mild Climate.

RALPH J. ERWIN, Broker
Box 811. Tulsa.

OVER 100 NEEDED

That's what J. T. Snowden, Jr., Secretary-Treasurer of the North Carolina Association of Broadcasters, said when he ordered three ads in our Classified Section.

In less than three weeks Mr. Snowden reported the response "Overwhelming". . . . In fact . . . "We have been able to place dozens of good experienced broadcasters throughout the radio and television industry of North Carolina".

Week after week, B•T has consistently produced top results for classified advertisers.

So, whether it's personnel or equipment you need, let B•T help you solve your problems through a classified ad.

Port Jervis Bcstg. Co. (WDLC), Port Jervis, N. Y., party to proceeding. Action March 31.

De-intermixture—FCC called for comments by May 2 to petitions requesting de-intermixture of vhf and uhf tv assignments in Peoria, Ill.; Evansville, Ind.; Madison, Wis., and Hartford, Conn. (See story B•T, April 4.) Action March 31.

Fm Allocations—FCC by order finalized rule making and amended the revised tentative allocation plan for Class B fm stations to assign ch. 299 to Norton, Va., and delete ch. 298 at Bluefield, W. Va., effective immediately. Action March 30.

Fm Allocations—FCC proposed rule making to amend the revised tentative allocation plan for class B fm stations to substitute ch. 281 for ch. 284 at Jackson, Tenn., and delete ch. 282 at Memphis, Tenn. Action March 30.

WDMG Douglas, Ga.—FCC by order denied petition by WDMG Douglas, Ga., to sever from consolidated proceedings involving 860 kc in Dockets 10638-40 and to grant WDMG an increase in power from 1 to 5 kw, operating daytime only on 860 kc. Action March 31.

Illegal Tv Booster Operations—FCC ordered hearings on tv booster operations in central Washington State to show cause why they shouldn't cease and desist from operating without licenses, licensed operators, and rebroadcasting programs without authority of originating stations. (See story, B•T, April 4). Action March 30.

WWNH Rochester, N. H.; WVDA Boston, Mass.—FCC by memorandum opinion and order, granted Feb. 28 petitions of WWNH Rochester, N. H., and WVDA Boston, Mass., for reconsideration of Commission action of Jan. 27 granting without hearing application of Granite State Bcstg. Co. for new am station on 1270 kc, 5 kw, DA, U, at Dover, N. H.; ordered effective date of Granite State grant postponed pending final determination with respect to hearing, to be held April 27. Action March 30.

Flint, Mich.—Ch. 12 proceeding. FCC by memorandum opinion and order denied petitions by the Trebit Corp. and W. S. Butterfield Theatres Inc. for reargument and stay of Commission grant on May 14, 1954, of the application of WJR, The Goodwill Station Inc. for new tv station on ch. 12 in Flint, Mich. Action March 31.

KTOE Mankato, Minn.—FCC scheduled oral argument on April 25 application of KTOE to increase nighttime power from 1 kw to 5 kw and make changes in directional pattern operating on 1420 kc with 5 kw day. Action March 31.

St. Joseph, Mo.—FCC by order on petition by applicant, enlarged issues in proceeding involving application of Broadcast Group Inc. for new am station (1270 kc, 1 kw, day) in St. Joseph, Mo., to add issues with respect to programming. Action March 31.

WHK Cleveland, Ohio—FCC by memorandum opinion and order, dismissed protest of WHK Cleveland, Ohio, for reconsideration of Jan. 27 grant without hearing of application of Tri-County Bcstg. Co. for mod. of CP to make changes in daytime DA pattern of station WCED Dubois, Pa. Action March 30.

Canton, Ohio—Ch. 29 proceeding. FCC scheduled oral argument on April 25 competitive bids of The Brush-Moore Newspapers Inc., Stark Telecasting Corp. and Tri-Cities Telecasting Inc. for new tv station on ch. 29 at Canton. Action March 31.

Tv Allocations—On petition by the State of Louisiana, Shelby M. Jackson, Superintendent of Education, the Commission invites comments by April 29 to proposed rule making to amend the table of assignments so as to reserve ch. 13 at Monroe, La., presently available for commercial use, for non-commercial educational use. Action March 30.

Dallas, Tex.—FCC by order granted petition by its Broadcast Bureau insofar as requiring engineering showings to be made under current rules and standards in the proceeding involving application of Texas Star Bcstg. Co. for new am station at Dallas, Tex., to operate on 740 kc, 5 kw-N, 10 kw-LS (Docket 8258) and KTRH Houston, to make changes in DA on same frequency (Docket 8753); petition dismissed as moot in other respects. Action March 31.

Time for Oral Argument and Limitations on Length of Briefs—FCC adopted amendments effective immediately concerning the length of briefs that may be filed and length of time that will be allotted to parties for oral argument before the Commission en banc. (See story this issue.) Action March 30.

FOR SALE—(Cont'd)

Equipment

446 ft TV TOWER
Self-Supporting 40 lb. Wind Loading for
12 BAY HIGH BAND ANTENNA
New—Ready to Ship
Contact: Joseph B. Haigh
Texas State Network
Ft. Worth, Texas

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

Responsible group will consider investing in television station, any size. Brokers protected. All replies confidential.
Box 103A, B•T

INSTRUCTION

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS
***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION OUR INTEGRITY PROVEN**
Check the school that others try to copy.
WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California
BE TAUGHT—NOT TOLD UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

Routine Roundup . . .

March 31 Applications

ACCEPTED FOR FILING

Renewal of License

KPLN Camden, Ark., Southern Bcstg. Co.—(BR-2809).

KBHS Hot Springs, Ark., Resort Bcstg. Co.—(BR-2788).

KDRS Paragould, Ark., Progressive Bcstg. Co.—(BR-1399).

Applications Returned

WMIS Natchez, Miss., Natchez Bcstg. Co.—Voluntary transfer of control of licensee corporation from P. K. Ewing, deceased, to Mrs. P. J. Ewing and P. K. Ewing, Jr. (Not in proper form).

KOMB Cottage Grove, Ore., Coast Fork Bcstg. Co.—Voluntary assignment of license to Orlo Bagley and Thelma Bagley d/b as Radio Station KOMB (To be filed on form 314).

License for CP

KBTV (TV) Denver, Colo., Tv Denver Inc.—License to cover CP (BPCT-933) as mod. which authorized new tv station (BLCT-275).

WTOP-TV Washington, D. C., WTOP Inc.—License to cover CP (BPCT-1771) as mod. which authorized changes in facilities of existing tv station (BLCT-283).

WDAN-TV Danville, Ill., Northwestern Pub. Co.—License to cover CP (BPCT-919) as mod. which authorized new tv station (BLCT-282).

April 1 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster on March 31

Bristol, Tenn., Tri-Cities Television Corp.—Granted petition for an extension of time to April 18 to file reply to exceptions to the initial decision in ch. 5 Bristol, Va.-Tenn., proceeding (Dockets 10879-80).

By Hearing Examiner Wm. G. Butts on March 31

Broadcast Bureau—Granted petition to remove from hearing am application of Thermopolis Broadcasting Co., Thermopolis, Wyo. (Docket 11127; BP-9294).

By Hearing Examiner Thomas H. Donahue on March 31

Seattle, Wash., Queen City Bcstg. Co.; KXA Inc.—Granted motions to correct in various respects the transcript in ch. 7 tv proceeding, Seattle, Wash. (Dockets 9030; BPCT-453, et al.).

April 1 Applications

ACCEPTED FOR FILING

Renewal of License Returned

WABO Waynesboro, Miss., New Laurel Radio Station Inc.—(Notary seal omitted) (BR-3006).

Remote Control

WGAD Gadsden, Ala., Coosa Bcstg. Co.—(BRC-689).

WVNA Tuscumbia, Ala., Power Center Bcstg. Co.—(BRC-686).

WGIG Brunswick, Ga., Brunswick Bcstg. Corp.—(BRC-687).

WLOW Portsmouth, Va., Commonwealth Bcstg. Corp.—(BRC-688).

Modification of CP

KVVG (TV) Tulare, Calif., Uhf Telecasting Corp.—Mod. of CP (BPCT-834) as mod., which authorized a new tv station to extend completion date to 8-15-55 (BMPCT-2968).

CP

WNOP-TV Newport, Ky., Tri-City Bcstg. Co.—CP to replace expired CP (BPCT-1737) as mod. which authorized new tv station (BPCT-1972).

Application Returned

WIL-TV St. Louis, Mo., Missouri Bcstg. Corp.—Mod. of CP (BPCT-1444) as mod., which authorized a new tv station to extend completion date (Letter 3-31-55, late filing).

April 4 Applications

ACCEPTED FOR FILING

License for CP

KXXL Monterey, Calif., S. A. Cisler—License to cover CP (BP-8076) as mod. which authorized new standard station (BL-5672).

KWBY Colorado Springs, Colo., Music Bcstg. Corp.—License to cover CP (BP-9463) as mod. which authorized new standard station (BL-5668).

WDVH Gainesville, Fla., Thomas R. Hansen, Charles W. Dowdy, John A. Dowdy and Winnie S. Vaughn, d/b as The Decatur Bcstg. Co.—License to cover CP (BP-9554) which authorized change from employing directional antenna to non-directional antenna (BL-5667).

WCBI Columbus, Miss., Columbus Bcstg. Co.—License to cover CP (BP-8977) which authorized change in frequency, increase power, install a new transmitter and directional antenna (DA-2) and change transmitter location (BL-5673).

WNAU New Albany, Miss., Vernon K. Wroten and Wynez Wroten, d/b as New Albany Bcstg. Co.—License to cover CP (BP-9295) as mod. which authorized new standard station (BL-5689).

Renewal of License

KDAS Malvern, Ark., Malvern Bcstg. Co.—(BR-2652).

WAML Laurel, Miss., New Laurel Radio Station Inc.—(BR-709).

Remote Control

KHSL Chico, Calif., Golden Empire Bcstg. Co.—(BRC-690).

Application Returned

KLEN Killeen, Texas., W. A. Lee, A. W. Stewart and Franklin T. Wilson, d/b as Highlite Bcstg. Co.—Voluntary assignment of CP to Highlite Bcstg. Co. (Filed on wrong form).

Applications

WGAN-TV Portland, Maine, Guy Gannett Bcstg. Services—License to cover CP (BPCT-639) as mod. which authorized new tv station (BLCT-286).

KUON-TV Lincoln, Neb., Byron J. Dunn, Trustee—License to cover CP (BPCT-1044) as mod. which authorized new tv station (BLCT-291).

April 5 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 4

Remote Control

The following stations were granted authority to operate transmitters by remote control: WGAD Gadsden, Ala.; KHSL Chico, Calif.; WVNA Tuscumbia, Ala.; WLOW Portsmouth,

Va.; WARD-FM—to change remote control point to different address, Johnstown, Pa.

Granted License

WXYZ-FM Detroit, Mich., WXYZ Inc.—Granted license covering changes in fm station (BLH-1041).

KGO-FM San Francisco, Calif., American Bcstg.-Paramount Theatres Inc.—Granted license covering change of frequency of fm broadcast station (BLH-1042).

Actions of April 1

Early Sign-Off

WFRL Freeport, Ill., Freeport Bcstg. Co.—Granted permission to sign off at 6 p.m. April through August.

WAUX Waukesha, Wis., Waukesha Bcstg. Co.—Granted permission to sign off at 6 p.m. April through August.

Granted License

WAAG Adel, Ga., Cook County Bcstg. Co.—Granted license for am broadcast station (BL-5665).

KBIA Columbia, Mo., Cecil W. Roberts—Granted license for am broadcast station and specify studio location (BL-5582).

WNPT Tuscaloosa, Ala., The West Alabama Bcstg. Co.—Granted license covering change in hours of operation, installation of directional antenna (DA-N) and make changes in antenna system; condition (BL-5641).

WNXT Portsmouth, Ohio, Portsmouth Bcstg. Co.—Granted license covering increase in day-time power, installation of new transmitter and employ a different directional antenna system for day operation—DA-1 to DA-2; condition (BL-5619).

KURV Edinburg, Tex., KURV Inc.—Granted license covering change in hours of operation and installation of directional antenna for night use (BL-5513).

Actions of March 31

Granted License

KTXL-TV San Angelo, Tex., Westex Television Co.—Granted license for tv broadcast station; ch. 8 (BLCT-139).

Actions of March 31

Remote Control

WGIG Brunswick, Ga., Brunswick Bcstg. Corp.—Granted authority to operate transmitters by remote control.

Actions of March 30

Modification of CP

The following were granted extensions of completion dates as shown: WSPD-TV Toledo, Ohio, to 10-18-55; KGEO-TV Enid, Okla., to 10-13-55; WPTV (TV) Ashland, Ky., to 10-13-55; KOIN-TV Portland, Ore., to 10-21-55; KRCA (TV) Los Angeles, Calif., to 10-18-55; WQED (TV) Pittsburgh, Pa., to 10-13-55; KTRB-TV Modesto, Calif., to 10-17-55; WMGT North Adams, Mass., to 10-15-55; KRBC-TV Abilene, Tex., to 10-15-55; WBKB (TV) Chicago, Ill., to 10-3-55; KBOI-TV Boise, Idaho, to 10-13-55.

Actions of March 29

Modification of CP

The following were granted extensions of completion dates as shown: WVLN-FM Olney, Ill., to 4-30-55; KVTV (TV) Sioux City, Iowa, to 9-25-55.

Actions of March 28

Modification of CP

WEOL-TV Elyria, Ohio, Elyria-Lorain Bcstg. Co.—Granted Mod. of CP for extension of completion date to 10-11-55.

April 5 Applications

ACCEPTED FOR FILING

Renewal of License

WWWF Fayette, Ala., Bankhead Bcstg. Co.—(BR-2338).

KFFA Helena, Ark., Helena Bcstg. Co.—(BR-1157).

KDBC Mansfield, La., De Soto Bcstg. Corp.—(BR-2963).

Remote Control

WARD-FM Johnstown, Pa., Central Bcstg. Co.—To change Remote Control point of operation to 235-237 Franklin St., Porch Bldg., Johnstown (BRCH-130).

Modification of CP

KUOH (FM) Honolulu, T. H., The U. of Hawaii—Mod. of CP (BPED-243) which authorized new educational fm station for extension completion date (BMPED-290).

KLIF-TV Dallas, Tex., Trinity Bcstg. Corp.—Mod. of CP (BPCT-1388) as mod. which authorized new tv station for extension completion date to 10-11-55 (BMPCT-3008).

WTHS-TV Miami, Fla., Lindsey Hopkins Vocational School—Mod. of CP (BPET-2) as mod. which authorized new educational tv station for extension completion date to November 6, 1955 (BMPET-69).

WUNC-TV Chapel Hill, N. C., U. of North Carolina—Mod. of CP (BPET-44) as mod. which authorized new educational tv station for extension completion date 10-6-55 (BMPET-71).

KUHT (TV) Houston, Tex., U. of Houston and Houston Independent School District—Mod. of CP (BPET-9) as mod. which authorized new educational tv station extension completion date to 10-1-55 (BMPET-70).

1955 Broadcasting Yearbook • Marketbook Addenda

CHANGES and additions received after the 1955 BROADCASTING YEARBOOK & MARKETBOOK went to press are included in the following list which will serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 of the 1955 BROADCASTING YEARBOOK & MARKETBOOK.

Page 21—Under Radio Representatives, Capper Publications Inc., add to office listings: Cleveland 14—609 Union Commerce Bldg. Tel.: Main 1-6774. Felix Morris, Andrew M. Gent.

Page 56—In Group Ownership, under Chronicle Publishing Co. Stations, delete KRON (FM) San Francisco.

Page 57—In Group Ownership, under Charles W. Lamar Stations, change WPFA Pensacola to read WPFA Panama City, Fla.

Page 57—In Group Ownership, under Martin Theatres of Georgia Stations, change WJBF-AM-TV Augusta to read WJBF-TV Augusta.

Page 57—In Group Ownership, under William F. Johns Stations, change call letters from KCOM to KMNS Sioux City, Iowa.

Page 58—In Group Ownership, under Westinghouse Broadcasting Co. Stations, change to read: WBZ-AM-FM-TV Boston: KYW and WPTZ (TV) Philadelphia, KPIX (TV) San Francisco, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, KEX-AM-FM Portland (Ore.).

Page 60—Under Newspaper Ownership, Iowa, KCRI-AM-FM Cedar Rapids, change call letters to KCRG-AM-FM.

Page 62—Under Newspaper Ownership, North Dakota, WDAY-AM-TV Fargo, change to read minority stockholders control *Fargo Forum*. Station is licensed to WDAY Inc.

Page 63—Under Newspaper Ownership, California, delete KRON (FM) San Francisco.

Page 63—Under Newspaper Ownership, Pennsylvania, delete WBTL Emporium.

Page 64—Under Newspaper Ownership, West Virginia, WTRF-AM-FM-TV Wheeling, delete WTRF-AM-FM.

Page 138—Under Station Directory, Indiana, WHOT South Bend, correct executive listing to read Rev. Theodore Hesburgh, p, instead of Rev. Theodore Hasbaugh.

Page 142—Under Station Directory, Iowa, WOC Davenport, add to executive listing: D. D. Palmer, vice pres. and treas.; William D. Wagner, sec and cont.; Fred A. Reed, asst. mg. and spm.

Page 143—Under Station Directory, Iowa, WHO Des Moines, add to executive listing: D. D. Palmer, vice pres. and treas.; William D. Wagner, sec. and cont.; Wilfred W. Woods, asst. res. m.

Page 150—Under Station Directory, Kansas, KFH Wichita, add to executive listing, Bill Platt, morning news ed.

Page 152—Under Station Directory, Kentucky, WKCT Bowling Green, add ABC as network affiliation.

Page 157—Under Station Directory, Kentucky, WWKY Winchester, in executive listing, delete William B. Morrison, cm, and insert Charles T. Wade, slm; change Charles Drew to read gm and Rod Planck, prog. d; Betty B. Botts, continuity ed and wd. Hil F. Best Co. is station representative.

Page 194—Under Station Directory, Missouri, KSIS Sedalia, in executive listing, add William H. Lytle, cm and Donald D. Warnock, ce.

Page 208—In Station Directory, New York, under Market Data by Counties—Radio Families—change Bronx figures to read 428,830 NOT 4,428,830.

Page 218—Under Station Directory, New York, WPAC Patchogue, in executive listing, change Kick Hodkin, pd, to read Dick Hodkin.

Page 275—Under Station Directory, South Carolina, WAKE Greenville, in executive listing, add Wilkins Norwood, gm; delete Don Price, cm and insert Max P. Butler.

Page 310—In Station Directory, Virginia, under Market Data by Counties, official figures given are for counties only and do not include the various incorporated independent cities in that state (Such Virginia cities are not considered part of the county although they are physically within the boundaries of the county).

Page 328—Under Station Directory, Wisconsin, WSWW Platteville, in executive listing, add John F. Monroe, p, and Robert J. Bodden, gm.

Page 365—Under Services Related to the Business of Broadcasting, insert under Surveys and Market Research—Market Facts Inc.—39 S. LaSalle St., Chicago. Tel.: Wabash 2-2686. William F. O'Dell, p; Morris Gottlieb, d of research; David K. Hardin, assoc. d; Iver M. Olson, d of marketing plans (Marketing, advertising, product, opinion and media research).

Page 367—Under Regional Radio Networks and Groups of the United States, insert in third column, National Negro Network Inc. (transcription network), comprising 43 stations in major markets. Headquarters: 7 E. 47th St., New York 17, N. Y. Tel.: Eldorado 5-7785. Branch Office: 203 N. Wabash Ave., Chicago 1, Ill. Tel.: Dearborn 2-6411. Leonard Evans, p.

Page 370—Under State Associations of Radio & Television Broadcasters, change after Idaho Broadcasters Assn. KRPL location to read Moscow. Under officers, change to read Don Thomas, KRLC Lewiston.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

AROUND FARGO,

IT'S WDAY-TV

BY A COUNTRY MILE!

HOOPER TELEVISION AUDIENCE INDEX Fargo, N. D. - Moorhead, Minn. — Nov., 1954			
	TV-SETS-In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*
(*Adjusted to compensate for fact stations were not telecasting all hours)			

FARGO-MOORHEAD Hoopers prove that WDAY-TV outruns all television competition, by a comfortable country mile. *Day and night, WDAY-TV gets 5 to 6 times as many Metropolitan Fargo viewers as the next station!*

Look at the TV sets-in-use—*65% at night!*

With the next nearest stations 50, 185 and 200 miles away, you can be sure WDAY-TV is amazingly popular *throughout* the heavily-saturated Red River Valley. Let Free & Peters give you the whole story — *it's really something!*

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

FREE & PETERS, INC., *Exclusive National Representatives*

TELESTATUS

April 11, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Andalusia†—
WAIQ (*2) 3/9/55-Unknown

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS, DuM; Katz; 318,000
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Summer '55

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
►WTVY (9) CBS; Young

Mobile—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
WKRG-TV Inc. (5) 3/23/55-Unknown

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 61,259
►WSFA-TV (12) NBC; Katz; 89,110

Munford†—
►WTIQ (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 118,560

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 118,560
►KPHO-TV (5) CBS, DuM; Katz; 118.560
►KTVK (3) ABC; Weed

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 37,957
►KVOA-TV (4) ABC, NBC; Raymer; 37,957

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 95,581
KTHV (11) Branham; 11/4/54-Sept. '55
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 87,000
►KERO-TV (10) CBS, NBC; Hollingbery; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Total stations on air in U. S. and possessions: 429; total cities with stations on air: 282. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use, 36,180,241.

* Indicates educational stations.

† Cities NOT interconnected.

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 473,727; WGR-TV, 419,577.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205-544 on July 10, 1952.

(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

New Tv Stations

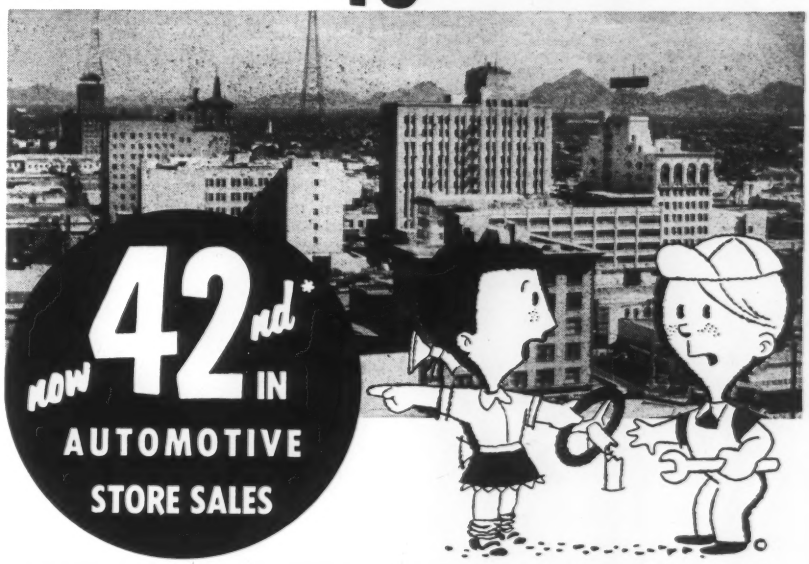
The following tv stations are the newest to start regular programming:

WTVT (TV) Tampa, Fla. (ch. 13), April 1.

KWTX-TV Waco, Tex. (ch. 10), April 3.

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

PHOENIX 45th* metropolitan market
IN POPULATION and RETAIL SALES



	AUTOMOTIVE STORE SALES	Millions
40	SAN ANTONIO	$113.8
41	BIRMINGHAM	
42nd	PHOENIX	$110.2
43	DAYTON	
44	NEW ORLEANS	$107.8

* SRD Consumer Markets '54

Automotive Store sales are soaring! Phoenix is a sprawling, stretching market, where an auto is a "must" for almost half a million people who maintain more than 200,000 cars.

Make sure you include these car-minded, easy-spending Phoenicians in your marketing plans! They are yours to talk with . . . and sell to . . . with profitable results, through the dominating coverage of KPHO and KPHO-TV!

SOLD ~~reached~~ most effectively through . . .

KPHO-TV and KPHO

Channel 5 • CBS Basic
First in Arizona since '49

Dial 910 • ABC Basic
Hi Fidelity Voice of Arizona

YOUR MEREDITH STATIONS

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

THE SPOTLIGHT'S ON
NANCY THOMPSON
IN THE
EVANSVILLE MARKET

FIRST-
Anyway you
figure it!

CBS

Every survey for 18 months shows Nancy Thompson "tops" as the Tri-State's No. 1 homemaker. (NOW, exclusively on WEHT!) Participations available.

REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50

*KTVH BEAMS PRINCIPAL CITY SIGNAL OVER WICHITA

Both the Wichita ARB and the KTVH area PULSE show at least 7 out of 10 leading film and network shows on KTVH. Programming and strength of signal offer you a profitable combination. *Take advantage of it, now!*

*Recent report from the FCC states that KTVH has a principal city signal over Wichita.

KTVH
HUTCHINSON
VHF 240,000 WATTS
CBS BASIC—DUMONT
CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

FOR THE RECORD

Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,500

Fresno—
KBID-TV (53) See footnote (c)
► KJEO (47) ABC, CBS, DuM; Branham; 156,035
► KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
► KABC-TV (7) ABC; Petry; 2,058,196
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Weed; 2,058,196
► KHJ-TV (9) DuM; H-R; 2,058,196
► KNXT (2) CBS; CBS Spot Sls.; 2,058,196
► KRCA (4) NBC; NBC Spot Sls.; 2,058,196
► KTLA (5) Raymer; 2,058,196
► KTTV (11) Blair; 2,058,196

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, NBC; Weed; 161,500
KCRA Inc. (3) Initial Decision 6/3/51
► KBET-TV (10) CBS, ABC; H-R

Salinas (Monterey)—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 290,000
► KFSD-TV (10) NBC; Katz; 285,533
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,068,555
► KPIX (5) CBS; Katz; 1,068,555
► KRON-TV (4) NBC; Free & Peters; 1,068,555
► KSAN-TV (32) Stars National; 210,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) ABC, CBS, DuM; Grant; 82,836

Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

Stockton†—
► KOVR (13) DuM; Blair; 1,054,000
► KTVU (36) NBC; Hollingbery; 120,000

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
► KRDO-TV (13) NBC; McGillvra; 40,000

Denver—
► KBTV (9) ABC; Free & Peters; 273,069
► KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
► KLZ-TV (7) CBS; Katz; 273,069
► KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
► KFXJ-TV (5) NBC, CBS, DuM; Holman; 9,600

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340

Hartford—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R; 291,299

New Britain—
► WKNB-TV (30) CBS; Bolling; 284,169

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 934,448

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC; Stuart; 193,320

DELAWARE

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
► WRC-TV (4) NBC; NBC Spot Sls.; 707,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
► WTTG (5) DuM; H-R; 642,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55

Fort Lauderdale—
► WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC, CBS; McGillvra; 11,728

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 405,600
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55

Miami—
► WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS; Free & Peters; 307,600
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► WITV (17) See Fort Lauderdale

Miami Beach†—
WKAT Inc. (10) 3/30/55-Unknown

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000

Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750

Pensacola†—
► WEAR-TV () ABC, CBS, DuM; Hollingbery; 89,500
► WPFA (15) 32,500

St. Petersburg—
► WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000

Tampa†—
► WFLA-TV (8) NBC; Blair; 175,000
► WTVT (13) CBS; Avery-Knodel

West Palm Beach—
► WEAT-TV (12) ABC; Walker; 231,000
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 231,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 23,742
► WSB-TV (2) NBC; Petry; 484,725

Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 133,000
► WRDW-TV (12) CBS; Headley-Reed; 131,444

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 84,690
► WRBL-TV (4) CBS; Hollingbery; 95,412

Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284
► WNEX-TV (47) NBC; Branham; 62,032

Rome†—
► WROM-TV (9) McGillvra; 150,990

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 60,107
WSAV-TV (3) 1/26/55-Unknown

Thomasville†—
WCTV (6) 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 43,985
► KIDO-TV (7) ABC, NBC; Blair; 41,900

Idaho Falls†—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna 32,419

Lewiston†—
KLEW-TV (3) 2/9/55-Unknown

Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
►WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 320,000

Bloomington—
►WBLN (15) McGillvra; 113,242

Champaign—
►WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000

Chicago—
►WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600
►WBKB (7) ABC; Blair; 2,074,000
►WGN-TV (9) DuM; Hollingbery; 2,080,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
►WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

Danville—
►WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
►WTVP (17) ABC, DuM; Bolling; 160,000

Evanston†—
WTLE (32) 8/12/53-Unknown

Harrisburg†—
►WSIL-TV (22) ABC; Walker; 30,000

Peoria—
►WEEK-TV (43) NBC, DuM; Headley-Reed; 229,274
►WTVH-TV (19) CBS, ABC; Petry; 229,274
WIRL Tv Co. (8) Initial Decision 11/5/54

Quincy† (Hannibal, Mo.)—
►WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000
►KHQA-TV (7) See Hannibal, Mo.

Rockford—
►WREX-TV (13) ABC, CBS; H-R; 256,600
►WTVO (39) NBC, DuM; Weed; 100,000

Rock Island (Davenport, Moline)—
►WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201

Springfield—
►WICS (20) ABC, NBC, DuM; Young; 95,000
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

Urbana†—
WILL-TV (*12) 11/4/53-Unknown

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55

Bloomington—
►WTTV (4) NBC, DuM; Meeker; 622,727 (also Indianapolis)

Elkhart†—
►WSJV (52) ABC, NBC, DuM; H-R; 208,139

Evansville—
►WFIE (62) ABC, NBC, DuM; Venard; 94,315
►WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

Fort Wayne—
►WKJG-TV (33) NBC, DuM; Raymer; 132,547
►WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

Indianapolis—
►WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000
►WISH-TV (8) ABC, CBS, DuM; Bolling; 540,020
►WTTV (4) See Bloomington

Lafayette†—
►WFAM-TV (59) CBS, DuM; Rambeau 66,500

Muncie—
►WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250

Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55

Princeton†—
WRAY-TV (52) See footnote (c)

South Bend—
►WSBT-TV (34) CBS, DuM; Raymer; 206,473

Terre Haute—
►WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000

Waterloo (Fort Wayne)—
►WINT 15) ABC, CBS; H-R; 133,478

IOWA

Ames—
►WOI-TV (5) ABC, CBS, DuM; Weed; 315,600

Cedar Rapids—
►KCRG-TV (9) ABC, DuM; Venard; 116,000
►WMT-TV (2) CBS; Katz; 266,800

Davenport (Moline, Rock Island)—
►WOC-TV (6) NBC; Free & Peters; 295,165

Des Moines—
►KGTV (17) ABC; Hollingbery; 76,500
►WHO-TV (13) NBC; Free & Peters; 302,000
KRNT-TV (8) 3/23/55-8/1/55

Fort Dodge†—
►KQTV (21) NBC, DuM; Pearson; 22,100

Mason City—
►KGLO-TV (3) CBS, DuM; Weed; 135,932

Sioux City—
►KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
►KVTV (9) ABC, CBS, DuM; Katz; 152,835

Waterloo—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

Great Bend†—
►KCKT (2) NBC; Bolling; 126,258

Hutchinson (Wichita)—
►KTVH (12) CBS, DuM; H-R; 199,012
►KAKE-TV (10) See Wichita
►KEDD (16) See Wichita

Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown

Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz; 91,552

Topeka—
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 426,427

Wichita (Hutchinson)—
►KAKE-TV (10) ABC; Hollingbery; 195,110
►KEDD (16) NBC; Petry; 124,311
►KTVH (12) See Hutchinson
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

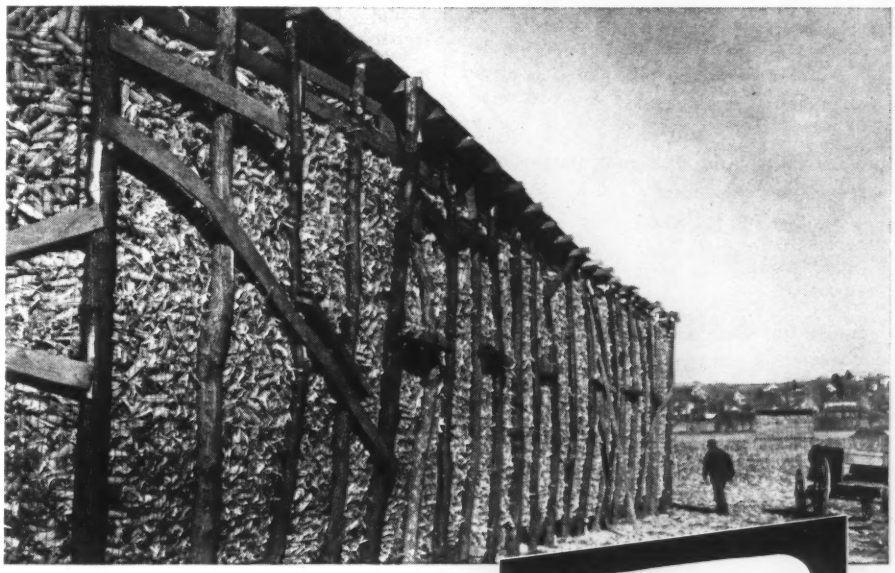
Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 80,831

Lexington†—
WLAP-TV (27) 12/3/53-Unknown
►WLEX-TV (18) NBC, ABC, DuM; Forjoe

Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21). See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



The Kansas Farm Picture

$65,000,000.00

—that's the buying power from the corn crop **alone** in WIBW-TV's 100 uv area where there are 150,605* TV homes. And that $65 million is less than 5% of the spendable income available to our advertisers.

WIBW-TV means more . . . sells more . . . to farm families because it's the husky, strapping son of WIBW that Kansas farm families have known and depended on for two generations.

*2/1—not including Kansas City and St. Joseph.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS-DUMONT-ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria—
►KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600

Baton Rouge—
►WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
WBRZ (2) NBC, ABC; Hollingbery; 1/28/54-4/14/55 (granted STA March 17).

Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55

Lake Charles—
►KPLC-TV (7) ABC, NBC; Weed; 66,000
►KTAG (25) CBS, DuM; Young; 44,550

Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 206,000

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 319,834
►WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840

Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM Raymer; 77,730
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS-TV (3) 2/16/55-9/3/55

MAINE

Bangor—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 96,000
►WTWO (2) CBS; Venard

Lewiston—
WLAM-TV (17) See footnote (c)

Poland Spring—
►WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

Portland—
►WCSH-TV (6) NBC, DuM; Weed; 164,343
►WGAN-TV (13) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 598,207
►WBAL-TV (11) NBC; Petry; 598,207
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 598,207
WTLF (18) 12/9/53-Unknown

Cumberland†—
WTBO-TV (17) 11/12/53-Unknown

Salisbury†—
►WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710

MASSACHUSETTS

Adams (Pittsfield)—
►WMGT (19) DuM; Walker; 169,015

Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,290,537
►WGBH-TV (*2)
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,290,537

Brockton†—
WHEF-TV (62) 7/30/53-Unknown

Cambridge (Boston)—
►WTOA-TV (56) DuM; Everett-McKinney; 190,000

Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 172,000
►WWLP (61) ABC, NBC; Hollingbery; 172,000

Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 86,478

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 24,000
WUOM-TV (*26) 11/4/53-Unknown

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793

Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 64,920

Detroit—
WBID-TV (50) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,553,277
WTVS (*56) 7/14/54-Fall '55
►WWJ-TV (4) NBC; Hollingbery; 1,466,000
►WXYZ-TV (7) ABC; Blair; 1,469,000
►CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.

East Lansing†—
►WKAR-TV (*60)

Flint—
WJRT (12) 5/12/54-Unknown

Grand Rapids—
►WOOD-TV (8) ABC, NBC, DuM; Katz; 510,300
WMCN (23) 9/2/54-Unknown

Kalamazoo—
►WKZO-TV (3) CBS, ABC, NBC, DuM; Avery-Knodel; 542,409

Lansing—
►WTOM-TV (64) ABC, DuM; Everett-McKinney; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000

Marquette†—
WAGE-TV (6) 4/7/54-Unknown

Muskegon†—
WTVM (35) 12/23/52-Unknown

Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000

Traverse City—
►WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
►KMMT (6) ABC; Headley-Reed; 54,515

Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 93,300
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)

Hibbing†—
KHTV (10) 1/13/54-Unknown

Minneapolis (St. Paul)—
►KEYD-TV (9) DuM; H-R; 585,000
►WCCO-TV (4) CBS; Free & Peters; 573,300
►WTCN-TV (11) ABC; Blair; 573,300

Rochester—
►KROC-TV (10) NBC; Meeker; 95,833

St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 573,300
►WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55

Jackson—
►WJTV (25) CBS, DuM; Katz; 68,404
►WLBT (3) NBC; Hollingbery; 122,765
►WSLI-TV (12) ABC; Weed; 115,000

Meridian†—
WCOC-TV (30) See footnote (c)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800

Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
►KFVS-TV (12) CBS; Headley-Reed; 115,200

Clayton†—
KFUO-TV (30) 2/5/53-Unknown

Columbia—
►KOMU-TV (8) NBC, ABC, DuM; H-R; 63,285

Festus†—
KACY (14) See footnote (c)

Hannibal (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 153,720
►WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
►KRCG (13) CBS; Hoag-Blair, Blair-Tv

Joplin—
►KSWM-TV (12) CBS; Venard; 84,680

Kansas City—
►KCMO-TV (5) ABC, DuM; Katz; 483,376
►KMBC-TV (9) CBS; Free & Peters; 483,376
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 483,376

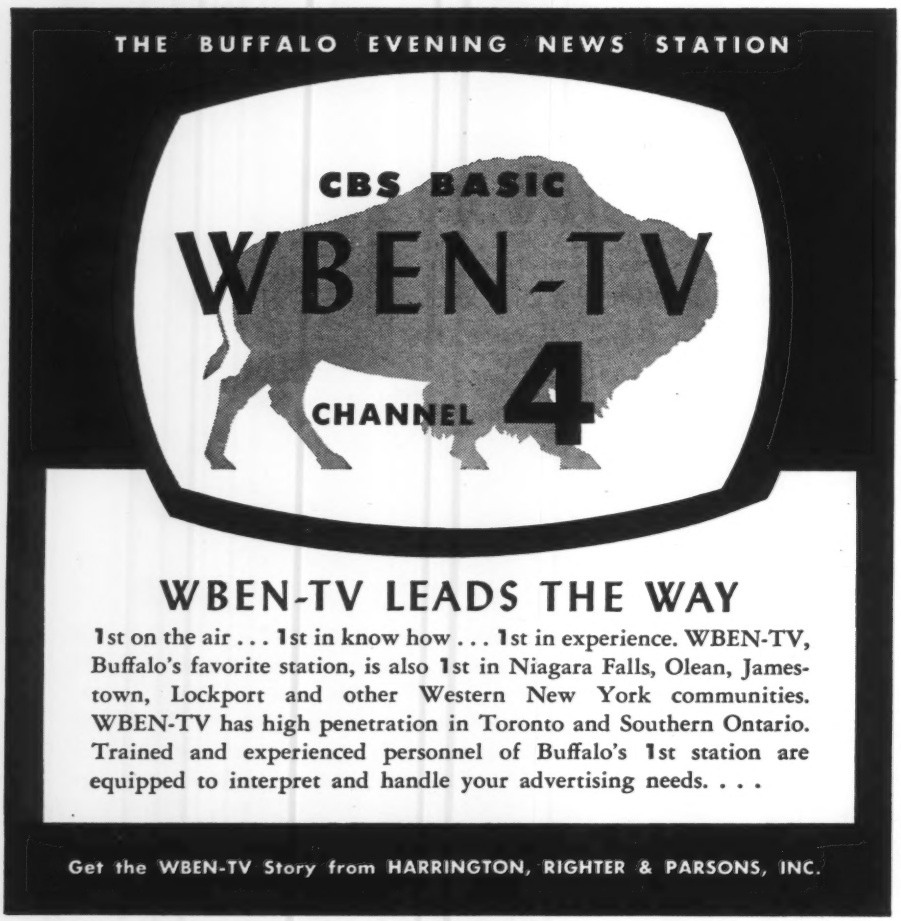
Kirksville†—
KTVO (3) 12/16/53-Unknown

St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 128,710

St. Louis—
►KETC (*9) 500,000
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 773,922
►KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
►WTVI (54) See Belleville, Ill.
KTVI (36) 3/9/55-Unknown (station currently operates on ch. 54 at Belleville, Ill. [WTVI (TV)]

Sedalia†—
►KDRO-TV (6) Pearson; 57,000

Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 62,370
►KYTV (3) NBC; Hollingbery; 69,300


THE BUFFALO EVENING NEWS STATION
CBS BASIC
WBEN-TV
CHANNEL 4
WBEN-TV LEADS THE WAY
1st on the air . . . 1st in know how . . . 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . . .
Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

Butte†—
KOPR-TV (4) See footnote (c)
► KXLF-TV (6) ABC; No estimate given

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,500

Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 18,750

NEBRASKA

Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown

Kearney (Holdrege)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 53,492

Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 117,208
► KUON-TV (*12) 76,618

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 286,000
► WOW-TV (6) NBC, DuM; Blair; 286,000

Scottsbluff†—
KSTF (10) 8/18/54-6/1/55

NEVADA

Henderson†—
► KLRJ-TV (2) NBC; Pearson; 28,200

Las Vegas—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown

Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

Mt. Washington†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

Asbury Park†—
WRTV (58) See footnote (c)

Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown

Camden†—
WKDN-TV (17) 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Petry; 4,290,000

New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 55,630
► KGGM-TV (13) CBS; Weed; 55,630

Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 150,000
WTRI (35) See footnote (c)
DTVZ (*17) 7/24/52-Unknown

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 325,690
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 457,829. See footnote (a).
► WBUF-TV (17) 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 455,043. See footnote (a).
WTVF (*23) 7/24/52-Unknown

Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960

Elmira—
WTVE (24) See footnote (c)

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 28,500

Lake Placid† (Plattsburg)—
► WIRI (5) DuM; McGillvra; 80,740

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.

Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 425,800

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220

Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 159,100

NORTH CAROLINA

Asheville—
► WISE-TV (62) CBS, NBC; Bolling; 37,000
► WLOS-TV (13) DuM; Venard; 307,610

Chapel Hill†—
► WUNC-TV (*4) 377,350

Charlotte—
WQMC (36) See footnote (c)
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 476,189

Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 207,760

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Unknown

Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 301,108

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770

New Bern†—
Nathan Frank (13) 2/9/55-Unknown

Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440

Washington†—
WITN (7) 10/27/54-Unknown

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 257,600
► WTOB-TV (26) ABC, DuM; H-R; 86,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv 26,261

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000

Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066

Ashtabula†—
► WICA-TV (15) 116,285

Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

EVEN HAMILTON WATCHES

W·H·E·N TV

IT takes two to make a duel, but better a bullet in the back than miss a single moment of the fun on Channel 8.

The eyes of Hamilton are on the target that really matters . . . WHEN-TV, where top score is perfect pleasure and everyone gets top score.

Hamilton is only one of the 250 upstate New York communities that happily shoot the works on WHEN-TV advertised products. And every day, every night the target-wise Hamiltonians fix their sights again on Channel 8.

Want to draw a bead on a covey of prospective customers . . . and bag some top sales for your product?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) ABC, DuM; Branham; 1,084,810
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC NBC Spot Sls.; 1,164,000
► WXEL (8) CBS; Katz; 1,089,000

Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 321,000

Elyria†—
WEOL-TV (31) 2/11/54-Unknown

Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC, CBS, ABC, DuM; H-R; 76,211

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel 1,083,900
► WTRF-TV (7) See Wheeling

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588

Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid—
► KGEO-TV (5) ABC; Pearson; 174,780

Lawton†—
► KSWO-TV (7) DuM; Pearson; 64,680

Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750

Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 315,000
► WKY-TV (4) ABC, NBC; Katz; 313,060

Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109

Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55

Medford—
► KBES-TV (5) CBS; Hoag-Blair, Blair-Tv; 26,750

Portland—
► KLOR (12) ABC; Hollingbery
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
► KPTV (27) NBC; NBC Spot Sls.; 240,806
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,500
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670

Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 859,470

Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown

Lebanon†—
WLBR-TV (15) See footnote (c)

New Castle—
WKST-TV (45) See footnote (c)

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
► WPTZ (3) NBC; Free & Peters; 2,035,222

Pittsburgh—
► KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 425,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370

Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 210,000
► WTVU (73) Everett-McKinney; 250,000

Sunbury†—
WKOK-TV (38) 2/9/55-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 235,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 95,000

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
► WNET (16) ABC, CBS; Raymer; 88,000
► WPRO-TV (12) CBS; Blair

SOUTH CAROLINA

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 127,400

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► WCSC-TV (5) ABC, CBS; Free & Peters; 166,528
► WUSN-TV (2) NBC; H-R; 138,500

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 76,000
► WIS-TV (10) NBC, DuM; Free & Peters; 153,964
► WNOK-TV (67) CBS; Raymer; 78,000

Florence—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340

Greenville—
► WFBC-TV (4) NBC; Weed; 315,717
► WGVL (23) ABC, DuM; H-R; 113,000

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55

Sioux Falls—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

TENNESSEE

Chattanooga—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 132,219
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
► WDXI-TV (7) CBS; Burn-Smith

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 180,750
WBIR-TV (10) Initial Decision 1/5/55
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890

Memphis—
► WHBQ-TV (13) CBS; Blair; 343,078
► WMCT (5) ABC, NBC, DuM; Branham; 343,078
WREC Broadcasting Service (3) Initial Decision 8/27/54

Nashville—
► WSIX-TV (8) ABC, DuM; Hollingbery; 234,750
► WSM-TV (4) NBC, DuM; Petry; 234,750

Old Hickory (Nashville)—
► WLAC-TV (5) CBS; Katz; 237,400

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,0

Amarillo—
► KFDA-TV (10) ABC, CBS; H-R; 70,229
► KGNC-TV (4) NBC, DuM; Katz; 70,229

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 112,853

Beaumont†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/24/55

Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55

Corpus Christi†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55

Dallas—
KLIF-TV (29) 2/12/53-Unknown
► KRLD-TV (4) CBS; Branham; 456,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 456,000

El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
► KROD-TV (4) ABC, CBS, DuM; Branham; 67,585
► KTSM-TV (9) NBC; Hollingbery; 63,868

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 460,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55

Galveston—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 48,215

Houston—
KNUZ-TV (39) See footnote (c)
► KPRC-TV (2) NBC; Petry; 404,500
► KTRK-TV (13) ABC, DuM; Blair; 404,500
► KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 45,628

Lubbock—
► KCBD-TV (11) ABC, NBC; Raymer; 78,812
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 78,812

Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55
(Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250

Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54

San Angelo—
► KTXL-TV (8) CBS; Melville; 38,598

San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 249,944
► WOAI-TV (4) ABC, NBC, DuM; Petry; 244,250

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 112,975

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 112,440

Tyler†—
KETX (19) See footnote (c)
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 80,294

Waco†—
► KANG-TV (34) CBS, ABC, DuM; Raymer; 46,965
► KWTX-TV (10) Pearson

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 48,215

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 88,430
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750

UTAH

Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 170,400
► KTVT (4) NBC; Katz; 170,400
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS, NBC; Weed; 121,639

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

Danville†—
WBTM-TV (24) See footnote (c)

Hampton (Norfolk)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 135,000

Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 201,000

Newport News—
► WACH-TV (33) Walker

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 352,80
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

►WVEC-TV (15) See Hampton
Petersburg†—
WVAA (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 484,695
Richmond Tv Corp. (12) Initial Decision 2/21/55
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 325,769
Times-World Corp. (7) 3/31/55-Unknown

WASHINGTON

Bellingham—
►KVOS-TV (12) CBS, DuM; Forjoe; 158,653
Pasco†—
►KEPR-TV (19) 47,567 (satellite of KIMA-TV Yakima)
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 422,375
►KOMO-TV (4) NBC; Hollingbery; 422,375
►KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55
Spokane—
►KHQ-TV (6) NBC; Katz; 113,360
►KREM-TV (2) ABC; Petry; 99,247
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 106,992
Tacoma (Seattle)—
►KTVW (13) Barry, N. Y.; Clark, Chicago; 422,375
►KTNT-TV (11) CBS, DuM; Weed; 422,375
Vancouver†—
KVAN-TV (21) Bolling 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 47,567
Chinook Tv Co. (23) 3/30/55-Unknown

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
►WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Fall '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
►WSAZ-TV (3) NBC, ABC; Katz; 525,265
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
►WOAY-TV (4) ABC; Pearson; 262,840
Parkersburg—
►WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling (Steubenville, Ohio)—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) NBC, ABC; Hollingbery; 306,000
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
►WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC, DuM; Headley-Reed; 3/10/54-4/15/55
►WMBV-TV (11) See Marinette
La Crosse†—
►WKBT (8) NBC, CBS, ABC, DuM; Raymer; 86,816
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 103,000
►WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
►WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
►WXIX (19) CBS; CBS Spot Sls.; 393,255
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 764,004
►WTVW (12) ABC, DuM; Petry
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
►KDAL-TV (3) See Duluth, Minn.
Wausau—
►WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 56,300

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KENI-TV (2) ABC, CBS; Weed; 15,000
►KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
►KFAR-TV (2) NBC, ABC, CBS; Weed
►KTVF (11) DuM; Alaska Radio-Tv Sales

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)
Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 65,000
►KONA (11) NBC; NBC Spot Sls.; 69,000
►KULA-TV (4) ABC, DuM; Young; 69,000
Wailuku†—
KMAU (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
►WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
►CHCT-TV (2) CBC; All-Canada, Weed; 13,000
Edmonton, Alta.—
►CFRN-TV (3) CBC; Radio Rep., Young; 15,000
Halifax, N. S.†—
►CBHT (3) CBC, CBS
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 120,000
Kingston, Ont.†—
►CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
►CKCO-TV (13) CBC; Hardy, Weed; 102,000
London, Ont.—
►CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500
Peterborough, Ont.—
►CHEX-TV (12) CBC; All-Canada, Weed; 30,000
Port Arthur, Ont.—
►CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy, Weed; 28,500
Regina, Sask.†—
►CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
►CJBR-TV (3) CBC; Stovin, Young; 7,000
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 22,638
Saskatoon, Sask.†—
►CFQC-TV (8) CBC; Radio Rep., Young; 11,000
Sault Ste. Marie, Ont.†—
►CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
►CJCB-TV (4) Weed; 17,426
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
►CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
►XETV (6) Weed; 296,402

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

UPCOMING

APRIL

April 11: Washington State Assn. of Broadcasters meeting, Seattle.
April 12: NARTB Tv Board, NARTB Headquarters, Washington.
April 13-15: National Federation of Adv. Agencies Inc. meeting, Escape Hotel, Ft. Lauderdale, Fla.
April 15: Board of Governors, Canadian Broadcasting Corp., Parliament Bldgs., Ottawa.
April 15: Deadline, Nominations for Advertising Hall of Fame, New York.
April 15: Nebraska Broadcasters Assn. meeting, Hotel Madison, Norfolk.
April 15: BMI Clinic, Skirvin Hotel, Oklahoma City.
April 15-16: Spring Technical Conference, Cincinnati section of Institute of Radio Engineers, Engineering Society of Cincinnati Bldg.
April 17: BMI Clinic, Hotel Samer, Salina, Kan.
April 17: Kansas Assn. of Radio Broadcasters meeting, Hotel Samer, Salina.
April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 18: New York State Assn. of Radio & Television Broadcasters meeting, Hotel Utica, Utica.
April 18: RAB Clinic, Milwaukee.
April 18: BMI Clinic, Hotel Utica, Utica, N. Y.
April 18-21: National Premium Buyers' Exposition, Navy Pier, Chicago.
April 19: RAB Clinic, Grand Rapids, Mich.
April 19-23: Society of Motion Picture & Television Engineers, Drake Hotel, Chicago.
April 20: Peabody Award presentation, Hotel Roosevelt, N. Y.
April 20: CBS Inc. stockholders meeting.
April 20: RAB Clinic, Detroit.
April 20: BMI Clinic, Hotel Somerset, Boston.
April 21: RAB Clinic, Cleveland.
April 21-23: American Assn. of Adv. Agencies annual meeting and dinner, Boca Raton Hotel and Club, Boca Raton, Florida.
April 21-23: Southern California Adv. Agencies Assn. meeting, El Mirador Hotel, Palm Springs, Calif.
April 22: BMI Clinic, Bangor House, Bangor, Me.
April 22: RAB Clinic, Cincinnati.
April 25: Texas Assn. of Broadcasters meeting, Gunter Hotel, San Antonio.
April 28-29: Pennsylvania Assn. of Broadcasters meeting, Bedford Springs Hotel, Bedford.

MAY

May 2: Deadline, Applications Weed Broadcasting Scholarship, Iowa State College, Ames.
May 2: RAB Clinic, Chicago.
May 3: RAB Clinic, Peoria, Ill.
May 4: RAB Clinic, Louisville, Ky.
May 5: RAB Clinic, Indianapolis, Ind.
May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 6: RAB Clinic, Fort Wayne, Ind.
May 15: Deadline Applications WAAM Television Fellowship, Johns Hopkins U., Baltimore.
May 16: RAB Clinic, Trenton, N. J.
May 16-17: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 16-19: Electronic Parts Convention, Conrad Hilton Hotel, Chicago
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 22: Radio Pioneers Banquet, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

BROADCASTING TELECASTING *subscription order blank*

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I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
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☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*
company name
address
city *zone* *state*

Multi-Million Baby

THE sale of a weekly hour of live network radio time to F. W. Woolworth Co. [B•T, April 4] demonstrates once again—although the description may be inept in the circumstances—that radio is more than a five-and-dime affair.

In signing for a Sunday afternoon hour on CBS Radio, to feature Percy Faith and orchestra and to start June 5, Woolworth obviously recognized the bigness of the medium in both its appeal and its sales effectiveness. It was a significant decision, not only because Woolworth is itself big, but because the signing also marks the company's entry into network radio.

What the dime store chain was saying by its signing for the series was that "we are now convinced that network radio is a good, solid advertising buy." If it had not come to the conclusion that the medium is an effective seller, the company would hardly have broken from its years of abstinence from network broadcasting.

One point that helped to make the sale, we are sure, was the proof advanced by CBS Radio regarding the size of the audience radio reaches—not only the audience within the home but, additionally, the audience on the move. Nielsen figures for January showed automobile listening expanded radio audiences of a Sunday afternoon by around three million persons, and February figures, when they are completed, are expected to raise this to more than four million. By June, when Sunday driving is beginning to near a peak and when the Woolworth contract takes effect, the "extra" listenership can be expected to be far higher.

This brings up a point that we have stressed many times before: Radio should be sold as a whole medium. As a whole medium it *can* be sold. Evidence of this fact is the sale to Woolworth.

". . . The President of the United States"

PRESIDENT Eisenhower has accepted the invitation of the NARTB to address, informally, the 33d annual convention May 24 in Washington. This sets a precedent because no President has appeared in person before an NARTB or NAB convention.

The conditions were right. The convention is the first in Washington in 17 years. In 1931, President Hoover, by remote control (now called closed circuit) addressed the NAB convention in Detroit. There were 221 broadcasters present. Mr. Hoover had a special interest, because, as Secretary of Commerce, he had presided over the establishment of our national policy in broadcasting —the "American Plan" of private enterprise.

President Hoover's words were prophetic. Alluding to the national radio conferences of 1923 which established the national policy, he said:

> The decisions reached at that early date have been of unending importance. The determination that radio channels were public property and should be controlled by Government; the determination that we should not have governmental broadcasting supported by a tax upon the listener, but that we should give license to use of these channels to private enterprise where there would be no restraint upon programs, has secured us far greater variety of programs and excellence of service without cost to the listener. This decision has avoided the pitfalls of political and social conflicts in the use of speech over the radio which would have been involved in Government broadcasting. It has preserved free speech in our country.

President Eisenhower's words will be eagerly awaited by the some 3,000 who will attend the Washington convention. He, too, has a special interest. He is the first President to throw his news conferences open to both radio and television. He has seen broadcasting in peace and in war. He knows what can be wrought in the use of these media in moulding the minds of men.

To establish the precedent of a personal appearance by the President was not easy. The demands upon the Chief Executive's time are onerous. A small but potent group of broadcasters prevailed upon those around the President to encourage his appearance.

The Chief Executive historically has addressed the nation's editors or publishers annually at sessions in New York or Washington.

Now that the ice has been broken, it is to be hoped that the President's appearance at the NARTB conventions will become an automatic, annual event.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"The restaurant manager downstairs claims you filched a sign from his window!"

Madame Comr. Hennock

THE record books show that Comr. Frieda B. Hennock is the FCC's most dissident member. She is the chronic dissenter. She uses every forum available to espouse her pet theories. She was responsible to a greater degree than anyone else for the educational reservations in television, and today it's difficult to say whether that's good or bad.

The other day, Miss Hennock made an appearance before the Kefauver Committee on juvenile delinquency, appearing for herself, since the FCC majority previously had given testimony. What she said on juvenile delinquency is not as significant as her asides.

She favored free radio and television time for qualified candidates for public office. This may have been calculated to win friends in Congress. Its utter impracticality is obvious.

In responding to a query regarding FCC policies, she said she may not be a member of the FCC after June 30.

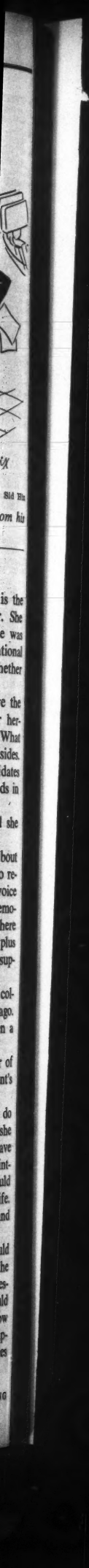
We have no way of knowing what the President has in mind about that impending vacancy. It could be that he will be disposed to reappoint Miss Hennock, on the theory that a militant minority voice is desirable in our government of checks and balances. The Democrats, of course, will insist upon one of their own party, since there is now the legal maximum of four Republicans on the FCC, plus one independent. Whether the Democratic leadership will support Miss Hennock's reappointment isn't publicly known.

Miss Hennock has been a thorn in the sides of most of her colleagues almost from the start of her tenure nearly seven years ago. And maybe that's good because the FCC certainly hasn't been a model agency.

The law provides that the President can nominate a member of the FCC not more than 60 days prior to the end of the incumbent's term. That means May 1, in Miss Hennock's case.

Whether Miss Hennock is a candidate to succeed herself we do not profess to know. She certainly acts like one. Nevertheless, she has served these past seven years at personal sacrifice. She gave up a highly lucrative law practice in New York to accept appointment by President Truman. Her experience in Washington should serve her in good stead if she should elect to return to private life. Meanwhile, the woods are full of candidates, Democrats good and true.

If Miss Hennock decides not to seek reappointment she should so notify President Eisenhower and the leaders of her party by the May 1 deadline, in order to allow time to select a qualified successor. By the same token, it would seem fair that the President should make known his decision at the earliest practicable time, to allow the Senate opportunity to consider fully the qualifications of his appointee. In the recent past, the FCC and other bi-partisan agencies have suffered because of White House inertia on appointments.



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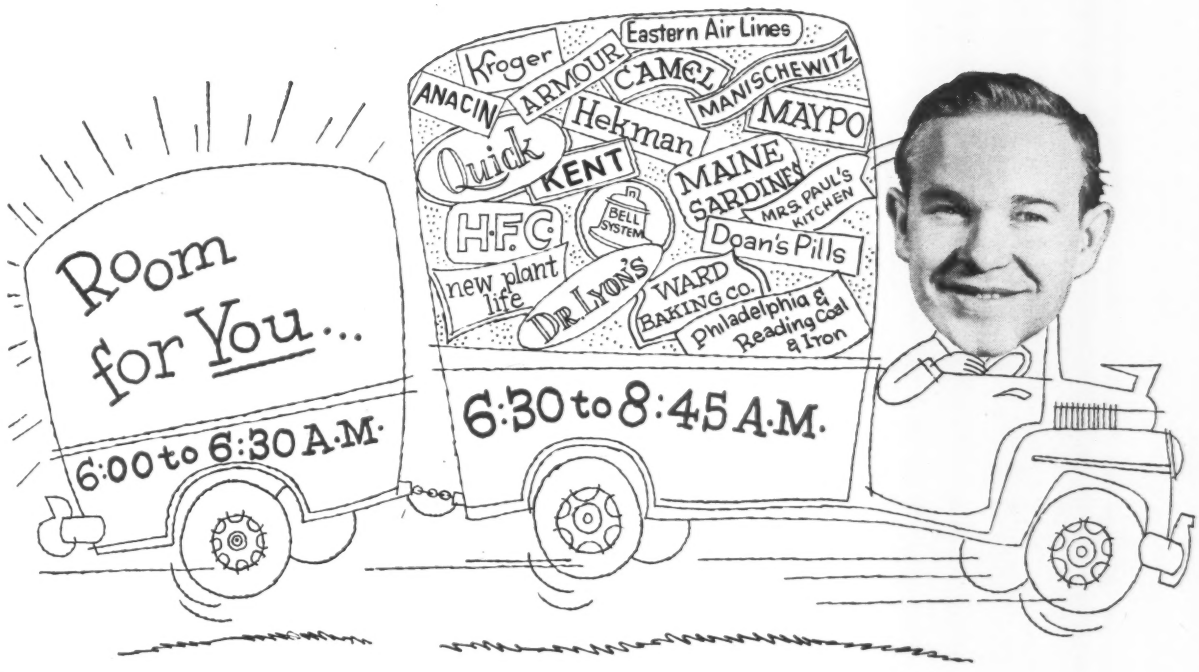

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